

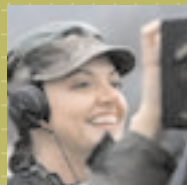
OVERVIEW REPORT

JUNE 2005

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# Influencer Poll Report



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**INFLUENCER POLL WAVE 4 – JUNE 2005**

**OVERVIEW REPORT**

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## Executive Summary

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The Department of Defense (DoD) conducts Influencer Polls on a regular basis to measure influencers' perceptions of the Military and their likelihood to recommend military service to youth. This report details the findings of the June 2005 Influencer Poll.

The primary focus of these polls is to learn about the military attitudes of adults who have relationships with youth ages 12-21. These influencers' recommendations regarding military service significantly affect potential recruits' decisions about whether or not to enlist. To this end, the June 2005 Influencer Poll measured influencers':

- Favorability toward and knowledge of the Military.
- Attitudes toward the Military.
- Interactions with military recruiters.
- Sources of impressions about the Military.
- Perceptions of the impact that different sources of impressions have on their likelihood to recommend the Military.

### **Rebound in Likelihood to Recommend**

Overall, influencers' likelihood to recommend the Military and its individual Branches increased since last measured in November 2004 - a change driven primarily by non-parents. As has been the case in every wave of the Influencer Poll, parents were less likely to recommend the Military to their children than non-parents were to recommend it to a youth they know. Demographic differences included higher likelihood to recommend among Whites and men than among non-Whites and women, and lower likelihood to recommend among

those in households earning \$100,000 or more.

### **Negative Impact of Current Events**

A slight majority of influencers reported that the U.S. War on Terrorism has negatively affected their likelihood to recommend the Military. In particular, Black influencers reported being more negatively affected than others. An overwhelming 74% of Blacks reported that the War on Terrorism had a negative effect on their likelihood to recommend. Blacks had similarly negative reactions on other current events questions as well.

### **Influencer Attitudes and Conversations with Youth**

Influencers reported a positive view of the Military, but admitted that they were not particularly knowledgeable about it. Non-parent Influencers' favorability toward the Military was higher in June 2005 than it was in November 2004. Self-reported knowledge about the Military remained moderate for both parents and non-parent influencers.

The majority of influencers reported discussing future plans with youth in the past year. However, less than half of influencers reported that these conversations involved the Military. Those influencers who did discuss the Military tended to report being positive about it, although parents were more often negative than were non-parent influencers. The significance of this finding is highlighted by results from the November 2004 Youth Poll, which indicate that youth who have spoken with an influencer about the Military are more propensed as well as more knowledgeable about and favorable toward it.



## Executive Summary

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*(continued)*

### **Military Recruiters**

Over half of influencers reported that they had spoken with a military recruiter. However, relatively few reported having had such a conversation in the previous year. Further, even fewer influencers reported that they would tell youth that talking with military recruiters is a waste of time.

### **Sources of Impressions about the Military**

Most influencers reported getting their impressions of the Military from other people, most of whom were positive about the Military. As a result, more than half of influencers who reported getting their impressions from other people indicated that these people made them more likely to recommend the Military. The people most often cited were friends of the same generation, fathers, and brothers.

In contrast, television and reading materials were cited by a lower number of people (42% and 29% respectively), and were much less likely to have a positive effect on influencers' likelihood to recommend the Military. Consistent with this finding is the fact that influencers who were not likely to recommend the Military were more likely to form impressions about the Military from television.

### **Conclusions**

These findings indicate that increased communication between adult influencers may benefit military recruiting. Results also indicate that increasing influencer-youth communication about the Military could promote greater likelihood to join the Military among youth.

## OVERVIEW REPORT

The primary goal of the Influencer Poll is to provide regular tracking of influencers' likelihood to recommend the Military to youth. Section One covers the approach and methodology used in the June 2005 Influencer Poll.



## Section 1

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## Background and Purpose

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The Department of Defense faces a recruiting environment as difficult as any it has faced in recent memory. Contributing to this difficulty are the deployment of 140,000 ground troops to Iraq and the continued deployment of troops to Afghanistan. Increased recruiting goals to meet certain manpower demands of military missions, negative news coverage of the war<sup>i</sup>, decreased propensity among certain subgroups of youth, and decreased levels of support for military service among parents and teachers<sup>ii</sup> has also made recruiting more difficult.

In addition, economic and educational factors have also contributed to recruiting difficulty. Perceptions of military pay relative to civilian pay are diminishing. The unemployment rate is declining. College attendance rates have been increasing.

These trends have all been taking their toll. In 2005 a number of Services have failed to meet their monthly recruiting goals and some Services and Reserve Components are expressing doubts regarding their ability to meet annual recruiting goals. Further, these factors have combined to increase the resources the Armed Services must allocate in order to recruit new volunteers<sup>iii</sup>. Such difficulties could threaten the future quality of the U.S. Military. Manning an all-volunteer Military is an enormously complex project influenced by a multitude of factors. In this report, we focus primarily on one key factor: influencers.

Influencers are defined as adults who have a direct, influential role on the decisions youth make about their post-high school options. Influencers play a major role in youth's decisions regarding college and occupational

choice due to the impact they have on adolescents' educational goals, scholastic achievement, attitudes and values, and self-appraisal of capabilities. Thus, the Influencer Polls were initiated to cast light on important influencers in youths' lives and how they affect their decision-making.

These polls focus on two types of influencers: parents and non-parents. Parents have a close relationship with youth and thus greater personal knowledge about them. In these relationships, influencers tend to be direct, open, and at times more protective of youth well-being than youth themselves. Parents influence fewer youth, but likely have a stronger effect on them than non-parent influencers.

Non-parents include educators, relatives, clergy, or others who may or may not have children of their own. They typically have some sort of formal authority over youth. They provide another source of support and frequently open doors to a wide range of opportunities, including some that parents may not. Non-parents affect youth on a wider scale (one-to-many) than do parents. However, due to non-parent influencers' great variety of roles, their degree of influence likely varies greatly.

### Purpose

The purpose of this report is to synthesize the findings from the June 2005 Influencer Poll to identify factors likely to influence future Military recruiting effectiveness. Moreover, this information could be used to help guide advertising or outreach campaigns and ultimately assist the U.S. Military Services in meeting their accession requirements.

## Approach

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Researchers have developed theories of behavioral prediction that can be applied not only to describe and predict whether or not people will engage in certain behaviors, but also to better understand what drives behavior and how those drivers can be manipulated or influenced.

The *Theory of Reasoned Action* is a leading explanatory model of behavior and is used by the Joint Advertising, Market Research and Studies (JAMRS) program to help guide many of its survey efforts. According to this model, behavior is primarily driven by intention (propensity in the case of military enlistment), or how much effort a person is willing to exert in order to enlist in the military. For example, to predict propensity, one must identify certain attributes that differentiate youth who are propensed from those who are not. A growing body of evidence suggests that propensity can be explained in large part by knowing something about a person's attitudes, subjective norms, and self-efficacy.

Attitudes are a function of one's beliefs that performing a behavior will lead to certain favorable (or unfavorable) outcomes and the importance placed on these outcomes. A subjective norm is the perception that the important others in one's life will think that

one should or should not perform the behavior in question (social pressure). Confidence in performing a behavior, based on years of self-efficacy research by Albert Bandura and colleagues, is a person's perception that they will be able to perform a behavior successfully.

Use of a model-based approach such as this provides several advantages. Principal among these is use of the findings to determine strategic direction. For example, very different interventions would be necessary if one has formed an intention but is unable to act, than if one has little or no intention to perform the behavior or if one is not engaging because of social pressure from important others. A model-based approach that integrates these multiple components aids decision-making by providing a more comprehensive and integrative platform of information from which to make decisions.

Applied to enlistment behavior, the model can help determine influencers' likelihood to recommend military service. In this case, the behavior of interest is recommending military service, the intention is to engage in this behavior, and so on.

## Approach

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(continued)

Researches have found that attitudes and perceived importance of outcomes are influenced by *where* people get the information they use to make decisions. Thus, understanding the source and type of influencer of adult influencers' can aid the Military in its own marketing and advertising efforts. Because of this, the June 2005 Influencer Poll examined where influencers get their information and the impact this information has on them.

This report is structured around the conceptual model previously mentioned, but specifically addresses influencers' sources of military impressions and likelihood to recommend the Military. Specifically, the report considers influencers':

- Favorability toward the Military
- Knowledge of the Military
- Attitudes toward the war in Iraq and economic issues
- Sources of Military impressions, such as recruiters and the media.

### Structure of This Report

The report is structured around the conceptual model described on the previous page. Following this introduction, the report begins, in Section 2, with a definition of influencers, including a breakdown of two subcategories of influencers: parents and non-parents. Section 2 also examines the roles of influencers and how they affect the

decision-making of youth. It details which post-high school options influencers are most likely to recommend as well as the reasons behind those recommendations. Section 2 continues with coverage of how influencers feel about the U.S. Military, and their perception of military service as a post-high school option. It further delineates why influencers feel the way they do and outlines what other variables are related to likelihood to recommend.

Section 3 describes where influencers get their impressions of the Military, and which sources they are most likely to seek and trust.

Section 4 covers generally the same information as Section 2, but focuses on the Military branches, describing each one's unique issues and relative positioning.

Finally, Section 5 presents the conclusions and recommendations based on analyses provided in each of the sections.

### Naming Convention

Throughout this report, we refer to three racial/ethnic groups: Whites, Blacks, and Hispanics. These names correspond to the group names used by the U.S. Census Bureau.

## Methodology

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The June 2005 Influencer Poll used random-digit dialing administered via computer-assisted telephone interviews. Data were collected between April 21, 2005, and June 6, 2005.

American households were screened for the target audience: American adults ages 22-85 who reported directly influencing youth ages 12-21. The total 1,262 adult influencers in the sample were split into two subcategories:

### Parents

Six-hundred five interviews were conducted with parents of youth who completed the June 2005 Youth Poll.

### Non-parents

An additional 657 non-parent adult influencers (e.g., teachers, relatives, coaches) participated in the study.

These participants were contacted via random digit-dialing. American households were screened for the target audience.

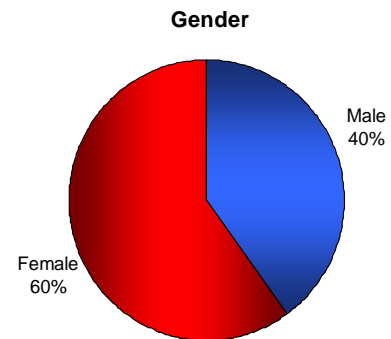
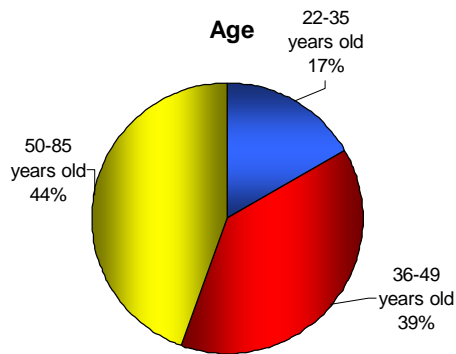
The survey took an average of 20 minutes to complete. As a rough guide, the overall margin of error at the 95% confidence interval for estimates based on the total sample is approximately:

- $\pm 2.5$  percentage points for proportions;
- $\pm 0.12$  for 10-point scales.

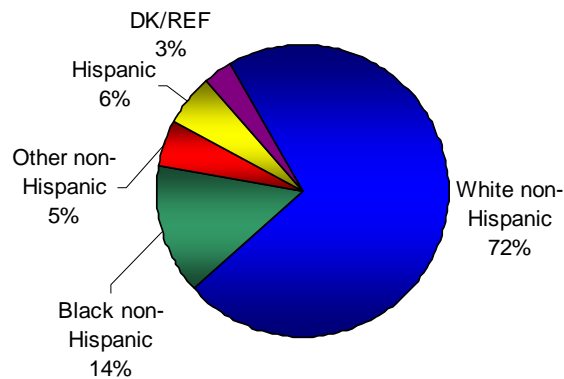
## Respondent Profile

The June 2005 Poll was conducted via telephone using random-digit dialing. The following charts display the demographic segments of the 1,262 survey respondents:

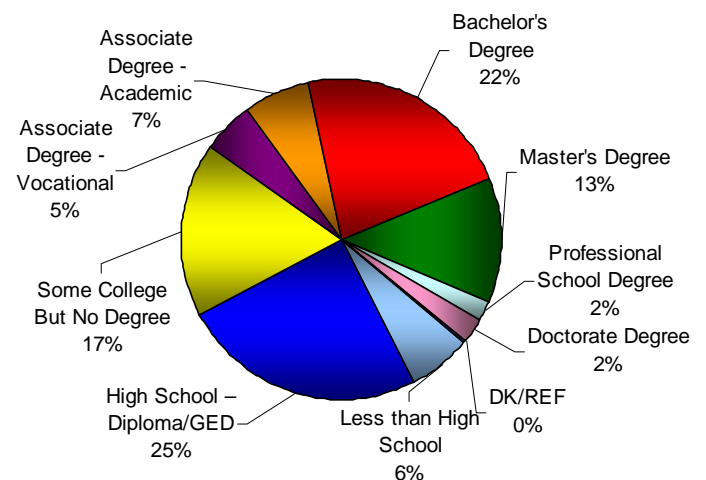
- Age
- Gender
- Race/Ethnicity
- Highest Completed Education Levels
- Have Children between 12 and 21
- Current Employment Status
- Type of Non-Parent Influencer
- Marital Status
- Member of Armed Services
- Annual Household Income



Which of the following best describes your race?



Highest Completed Education Levels

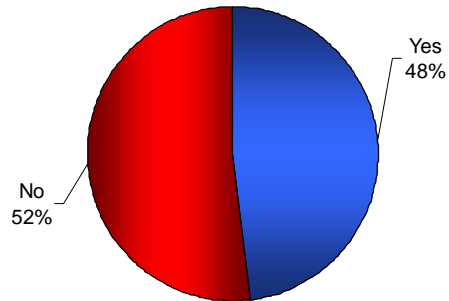




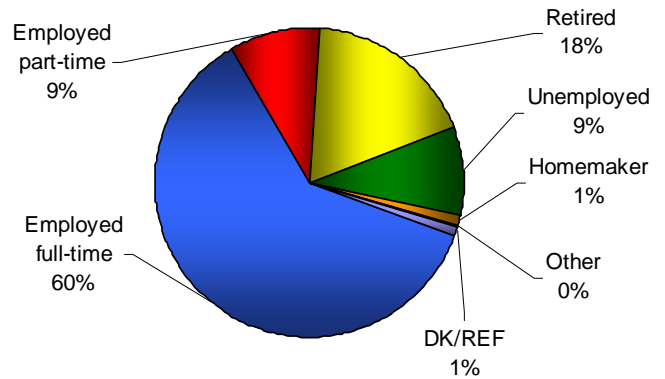
## Respondent Profile

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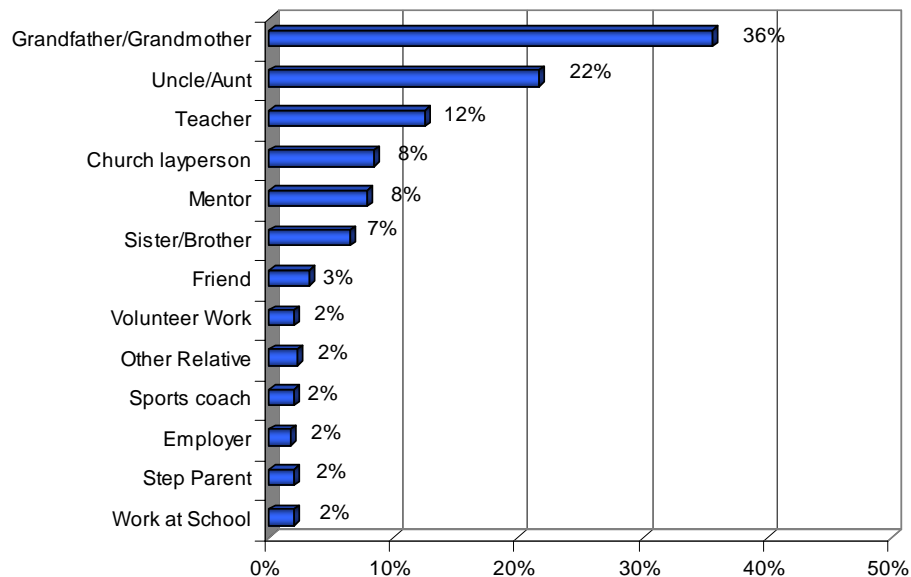
**Do you have children between the ages of 12 and 21?**



**Current Employment Status**



**What role or position do you have where you interact with youth ages 12 to 21? (subset: non-parent influencers)**

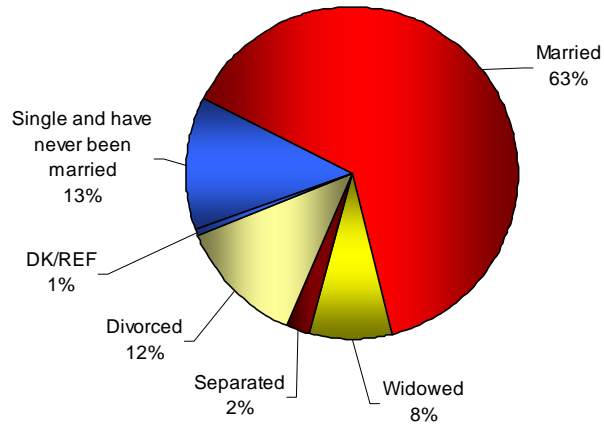


\*Note: Less than 2% not shown

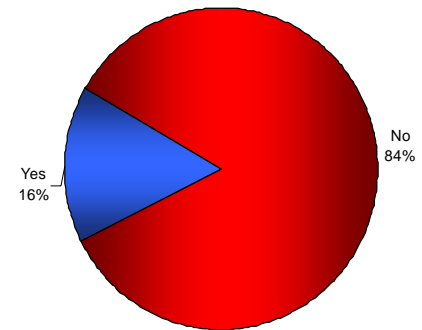
## Respondent Profile

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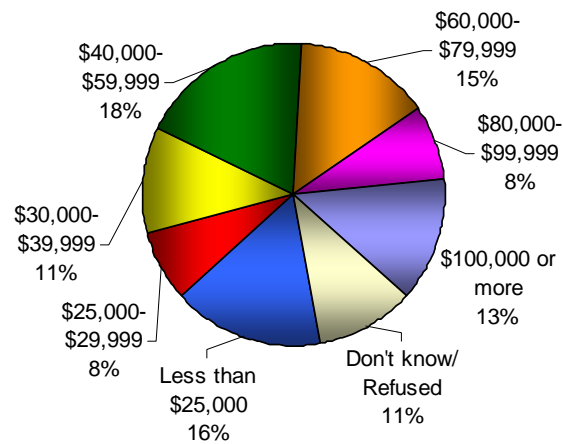
**What is your marriage status?**



**Are you or have you been a member of the armed forces?**



**Annual Household Income**



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<sup>i</sup> Philpott, T. (2005, August 8). War Turns Recruiting Into Battle. *The Honolulu Advertiser*. Retrieved August 11, 2005, from the World Wide Web: <http://the.honoluluadvertiser.com/article/2005/Aug/08/Hn/508080352.html>.

<sup>ii</sup> Philpott, T. (2005, July 28). Perception Of War In Iraq Labeled Recruiting Roadblock. *Stars and Stripes*. Retrieved August 11, 2005, from the World Wide Web.

<http://www.estripes.com/article.asp?section=104&article=29807&archive=true>.

<sup>iii</sup> National Research Council (2003). *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment*. Committee on the Youth Population and Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, D.C.: The National Academies Press.

## OVERVIEW REPORT

Section Two provides a definition of influencers and discusses the role that they play in youths' lives. It also discusses influencers' general views about the post high school options available to youth.



## Section 2

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## Influencers: Who They Are and Their Role

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As discussed in Section 1, this section will begin with a definition of influencers, including a breakdown of two subcategories of influencers: parents and non-parents. Additionally, this section will examine the roles of influencers and how they affect the decision-making of youth. Also, covered will be environmental factors that affect the recommendations of influencers.

### Who Influencers Are

Influencers are important to understand for those interested in youth decisions<sup>i</sup>. Young people's beliefs, values, and attitudes are forged and can be altered through their interaction with others in their environment<sup>ii</sup>. Thus, influencers affect any decision they make. In this section, we seek to identify the influencers of potential recruits and the role they play in youth career decisions.

Influencers, as defined in this study, were adults ages 22–85 who reported directly influencing youth ages 12–21. These influencers ranged from coaches and clergy to mothers and guidance counselors. The 1,262 adult influencers in the sample were split into two subcategories:

### Parents

In this report, the term parent is reserved for those who have children ages 16–21. These influencers tend to have a close relationship with youth, with personal knowledge of their personality, character, and emotional well-being. These influencers tend to be

direct and open with youth, and protective of their well-being. In terms of access, parents influence fewer youth than non-parents such as guidance counselors. However, because of their greater amount of interaction, time, and intimacy with youth, parents are more likely to have a stronger effect on youth than non-parents.

### Non-parents

Though to a lesser degree, non-parent influencers (educators, relatives, and others) also hold significant sway over youth. This is particularly relevant today where nontraditional families are more common<sup>iii</sup>. Thus, youth decision-making is also likely to be influenced by sources other than parents found in the home, at school, at work, or in religious institutions.

Non-parents, as defined in this report, may or may not have children outside the specified age range (16–21). However, as observed in this poll, non-parents typically have some sort of formal authority over youth. They provide another source of support to youth and frequently open doors to a wider range of opportunities than parents alone.

Non-parents affect youth on a wider scale (one-to-many) than do parents, but usually do not have as strong an impact. However, due to the great variety of roles of these influencers, the degree of influence varies greatly from one non-parent to the next.

## Influencers: Who They Are and Their Role

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(continued)

### Role of the Influencer

Influencers (parents and non-parents) play a major role in youth decisions-making due to the impact they have on adolescents' educational goals, scholastic achievement, and appraisal of their self-efficacy. In related research, adult influencers have been found to directly influence the norms and attitudes of youth<sup>iv</sup>. Research has also demonstrated that a number of family variables (i.e. socioeconomic status, parental education, etc.) influence the career choices of young adults<sup>v</sup>. Thus, it appears that family interactions play an important role in youth career decision-making.

### Conversations with Youth

The November 2004 Influencer Poll found that a great majority (91%) of influencers had spoken to youth about their future plans in the past 12 months. Parents (96%) were more likely to report having done so than non-parents (86%). In addition, of those influencers who had reported having a conversation about the future, parents (71%) were more likely than non-parents (57%) to report having initiated it.

Further, results showed that parents (44%) were just as likely as non-parents (43%) to report that their conversation with the youth involved a discussion of the Military. Surprisingly, 65% of non-parents and 44% of parents said they were mostly or completely positive during the conversation with only 7% of non-parents and 25% of parents saying they were mostly or completely negative. This affirms that it is not only necessary but beneficial to drive conversations about the Military between influencers and youth.

Overall, these findings are consistent with those of previous polls indicating that youth typically do not talk to influencers about the Military as an option for their future. Moreover, when these conversations do occur, parents are much more likely than non-parents to be negative toward the Military. The importance of this communication is relevant, as indicated by Griepentrog's (2005)<sup>vi</sup> analyses, which found that youth who had discussed joining the Military with an influencer were more propensed to join the Military.

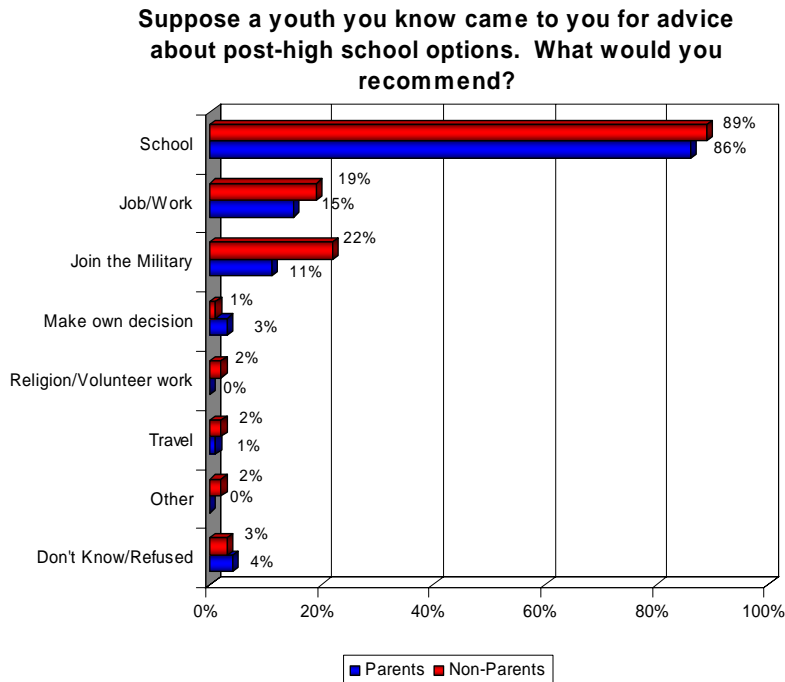
### Degree of Influence

Poll results indicate that parents are the most significant influencers of most youth. In the May 2004 Youth Poll, youth rated their mothers as having the strongest influence, with a mean of 5.5, and fathers a close second at 5.2 on a scale from one to seven.

Although other types of influencers do not have as strong an impact on youth decisions, they are still important because they tend to influence a greater *number* of youth and often affect their ability to carry out these decisions. In a recent study, over 90% of guidance counselors and half of teachers reported they had on several or many occasions "played a critical role in helping a student achieve his/her career goals<sup>vii</sup>." Research demonstrates that influencers' comments, beliefs, and interactions with youth may have profoundly affected their vocational development. Data from previous Youth Polls reveal that youth seek career advice and approval most often from their parents, confirming these findings.

## Influencers' Perspectives on Post-High School Options

Influencers predominantly promote and recommend that youth go to college. In the June 2005 Influencer Poll, when asked what they would recommend to a youth, their student, or their child, 86% of parents and 89% of non-parents said they would recommend more schooling. These figures are down from November 2004, when 91% of non-parents and 92% of parents said they would recommend more schooling



### Race/Ethnic Differences

- White Influencers were more likely than non-White influencers to recommend the Military.
- Black Influencers were more likely than non-Black influencers to recommend a full-time job.
- White Influencers were less likely than non-Black influencers to recommend a 2-year college/trade school.

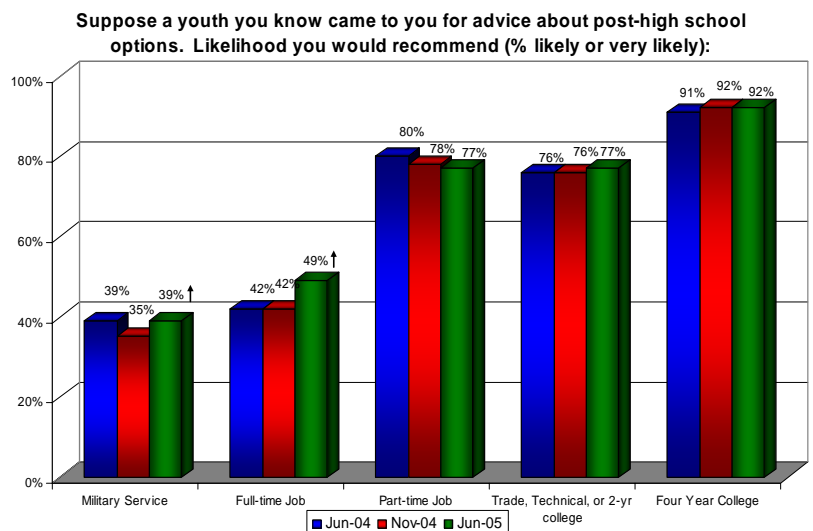
### Gender Differences

- Males were less likely to recommend a part-time job or a trade, technical, or community college.
- Men were more likely to recommend

To get a better sense of how influencers feel about the various options available to youth, the June 2005 Influencer Poll also asked them how likely they were to recommend

each of several specific options. Attending a four-year college or university was the most recommended option, but other options also received consideration.

The numbers are similar to those found in the November 2004 Influencer Poll, except for significant increases in influencers' likelihood to recommend enlisting in the Military (from 35% to 39%) and getting a full-time job (from 42% to 49%). Moreover, the increase in recommending the Military was only significant for non-parent influencers (from 42% to 47% versus 25% to 29% for parents).





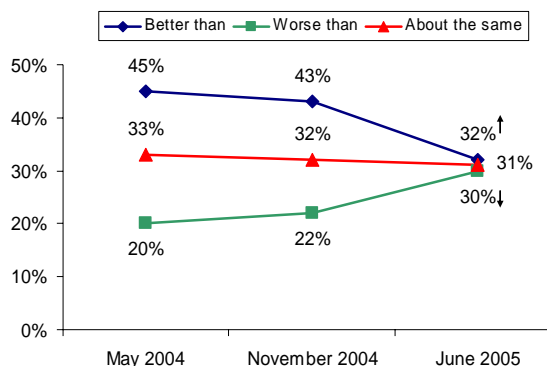
## The Economy

A number of environmental factors help shape influencers' impressions of what is or will be the best option for youth. The importance of the economy in this regard is easy to underestimate. Post-high school options appear more or less attractive to influencers depending on the perceived strength of the economy and labor market. It is important, therefore, to understand how influencers view the economy today and what their economic expectations are for the future.

The June 2005 Influencer Poll asked influencers two specific questions regarding the economy. The first asked how difficult it is for a high school graduate to get a full-time job in their community. The second asked how influencers thought the economy would fare in four years. In addition to understanding influencers' perceptions of the economy, it is also important to understand if and how perceptions are changing.

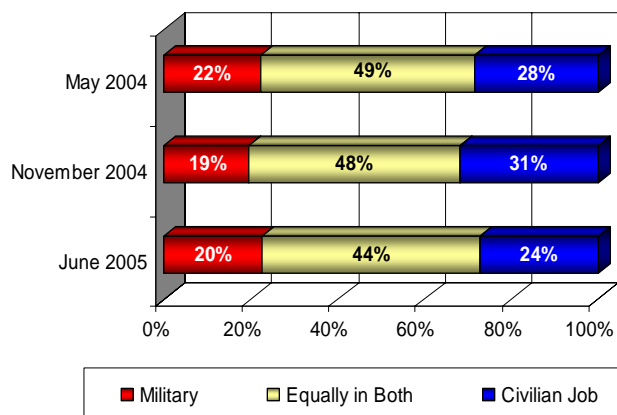
A comparison with the findings from the November 2004 Influencer Poll indicates a significant change in perceptions of the future economy. While 43% of influencers in November 2004 thought the economy would be better in four years, only 32% made the same prediction in June 2005. Conversely, while 22% of influencers in November 2004 thought the economy would be worse in four years, this figure rose to 30% in June 2005. Interestingly, parents were less likely than non-parents to think the economy would be better in four years. Consistent with past polls, nearly half of all influencers (43%) believe that it is somewhat difficult for a high school graduate to get a job in their community

Four years from now, do you think the economy will be better than, worse than, or about the same as it is today?



Both of these factors contribute to the fact that 20% of influencers think that youth are more likely to find a good-paying job in the Military than in a civilian job, 44% think they are equally likely to find a good-paying job in either, and 24% think they are more likely to find a good-paying job in the civilian sector.

Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?

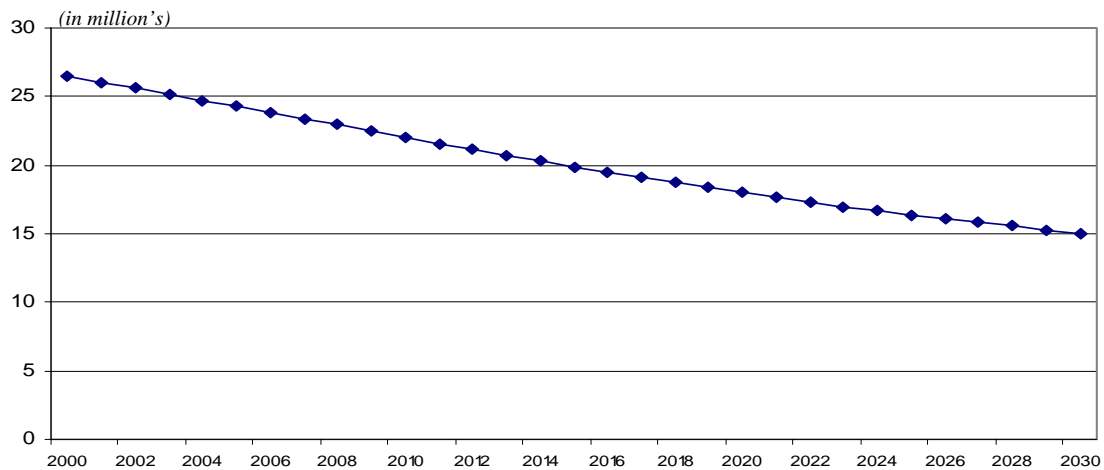


## Veteran Population

One important characteristic of the influencer population is experience with the Military. Presumably, the less Military experience influencers have, the less capable they will be of providing meaningful advice and recommendations about it. This line of thinking is supported by a 1996 Navy research study, which found the presence of veterans under age 65 in a county to be the

most important factor in explaining enlistment rates<sup>viii</sup>. A look at trends in the general population tells a dramatic story about the diminishing veteran population. There are now only one third as many veterans per capita as there were in 1980<sup>ix</sup>. This may make military recruiting increasingly challenging.

**Total Veteran Population**



This lack of familiarity with the Military may be contributing to avoidance of Military as a topic. Although almost all parents on the November 2004 Influencer Poll reported talking with their children about their *future* either frequently or very frequently, only

42% reported that these discussions included the possibility of enlisting in the Military. This means that over half of these parents report having *never* discussed the possibility of enlisting in the Military with their children.

## Summary

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Influencers are an important group to understand for those interested in youth decisions. Plans about what to do after high school are affected by both parents and non-parent influencers, such as teachers, friends, and relatives. Although parents are the most important type of influencer, other influencers touch a greater number of youth and therefore must also be considered important.

The June 2005 Influencer Poll revealed that influencers predominantly recommend further education and very infrequently recommend military service to youths considering what to do after high school. When given a list of potential post-high school options and asked specifically about each one, influencers still almost universally recommend further education, but they would likely recommend vocational training and part-time work as well. Responses were similar to those found on the November 2004 Influencer Poll for all post-high school options except joining the Military and getting a full-time job. Specifically, there has been a significant increase since the November 2004 Influencer Poll in the number of influencers likely to recommend the Military (from 35% to 39%) or a full-time job (from 42% to 49%)

As past polls have revealed, influencers are very concerned with youths' well-being when advising them on what to do after high school. Parents place particular emphasis on the well-being factors, whereas non-parents are more likely to consider extrinsic rewards such as money for college and travel. These differences are telling with regard to how infrequently influencers, especially parents, recommend joining the Military.

Another factor that has influenced the recommendations of both parents and non-parents is the economy. Perceptions of difficulty of finding a full-time job for a high school graduate contribute to influencers' post-high school recommendations: Consistent with the November 2004 Influencer Poll, nearly 30% of influencers feel it is very difficult, or almost impossible, for a high school graduate to get a full-time job in their community. Moreover, continuing its downward trend, the percentage of influencers who believe the economy will be better in four years has decreased significantly. Specifically, this figure has dropped from nearly half (43%) in November 2004 to less than one-third (33%) in June 2005. This could also be influencing influencers' post-high school recommendations.

Lastly, fewer influencers know what it is like to serve in the Military, while a large percentage can speak knowledgeably about working and going to college. The influencer population is becoming less familiar with the Military post-high school option as the population of U.S. Military veterans declines. Past polls have shown that those most likely to support or recommend military service are family members who have themselves served in the Military. This decrease in the veteran population is sure to negatively influence propensity of youth to join the Military.

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- <sup>i</sup> Super, D. E. (1990). A life-span, life-space approach to career development. In D. Brown & L. Brooks (Eds.), *Career choice and development* (2nd ed., pp. 197-261). San Francisco: Jossey-Bass.
- <sup>ii</sup> Lent, R. W., Brown, S. D., & Hackett, G. (2000). Contextual supports and barriers to career choice: A social cognitive analysis. *Journal of Counseling Psychology*, 47, 36-49.
- <sup>iii</sup> U.S. Census. (2000). U. S. Census Bureau. Washington, DC.
- <sup>iv</sup> Legree, P. J., Gade, P. A., Martin, D. E., Fischl, M. A., Wilson, M. J., Nieva, V. F., McCloy, R., & Laurence, J. (2000). Military enlistment and family dynamics: Youth and parental perspectives. *Military Psychology*, 12, 31-49.
- <sup>v</sup> The Condition of Education, 2001.
- <sup>vi</sup> Griepentrog, B. (2005) Parental Influence on Youth Propensity: A Re-examination of the May 2004 Youth and Influencer Polls. JAMRS Executive Note, [www.dmren.org](http://www.dmren.org).
- <sup>vii</sup> Marsh, K. A., Emanuel, S., Bader, P., Marsh, S. & Boehmer, M. (2004) Building stronger alliances between the military and high school educators: From the educators' perspective. JAMRS Report No. 2004-004, Department of Defense.
- <sup>viii</sup> Schmitz, E. J., & Boyer, A. (1996). *Socio-Demographics and Military Recruiting -- The Role of Veterans*. Arlington, VA: United States Navy Recruiting.
- <sup>ix</sup> [www.va.gov](http://www.va.gov).

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## OVERVIEW REPORT

The focus of Section Three is on influencers' attitudes about the Military, including where they get their impressions about the Military.



## Section 3

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## Attitudes Toward and Communication Strategies Regarding the Military

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The previous section confirmed the importance of the link between influencers and propensity. The section described the role influencers play in youth decision-making and reported influencers' views on youth post-high school options.

This section of the report will focus on influencers' attitudes and recommendations regarding enlistment and military service. Specifically, the section will cover in detail influencers' likelihood of recommending the Military to youth as a post-high school option, their communication with recruiters, and their attitudes toward the Military (including their favorability toward and knowledge of the Military).

As current events continue to evolve, so do their impact on influencers' perceptions. Moreover, this impact differentially affects various types of influencers. As such, this section also examines influencers' reactions to current events and how these events shape their attitudes and recommendations.

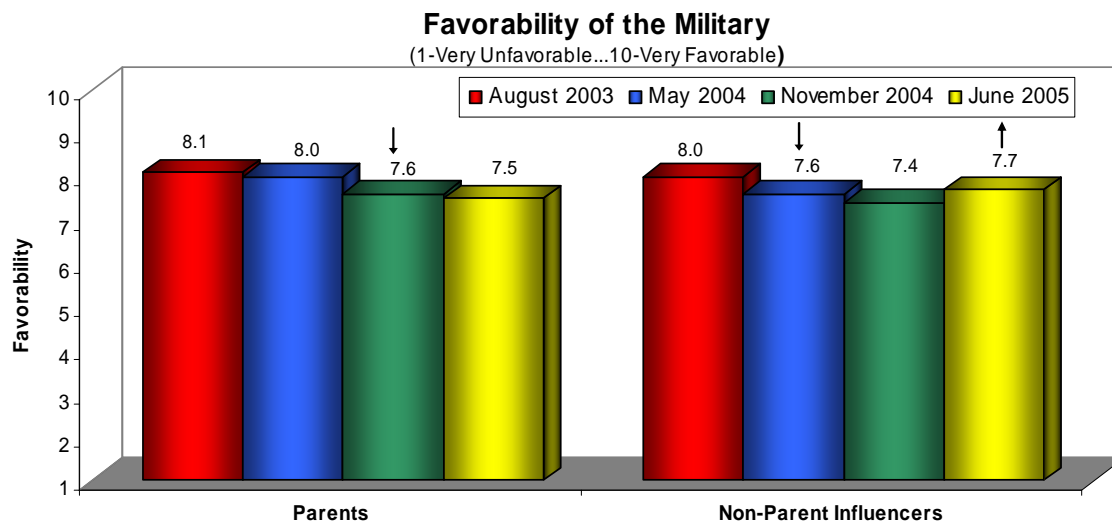
In addition, this section discusses the sources of influencers' impressions of the Military. Influencers' impressions and attitudes directly influence youth decision-making about enlistment in the U.S. Military. Thus, understanding the source of these impressions is critical to explaining shifts in influencer attitudes and to developing media outreach campaigns.



## Favorability

As would be expected, influencers favorability toward the Military directly relates to how likely they are to recommend it. To gauge the general trend of influencers' attitudes toward the Military, the Influencer Poll includes a measure of favorability toward the Military. This question asks influencers to rate their overall military favorability on a 10-point scale with 10 being the most favorable.

Overall, the results show that influencers are very favorable toward the Military, with parents and non-parent influencers being about equally favorable. This finding is consistent with the results of past polls. As can be seen, non-parent influencers' favorability significantly increased since last measured in November 2004. Although not shown, Blacks' favorability (6.6) was significantly lower than that of Whites (7.9) or Hispanics (7.3).



## Knowledge

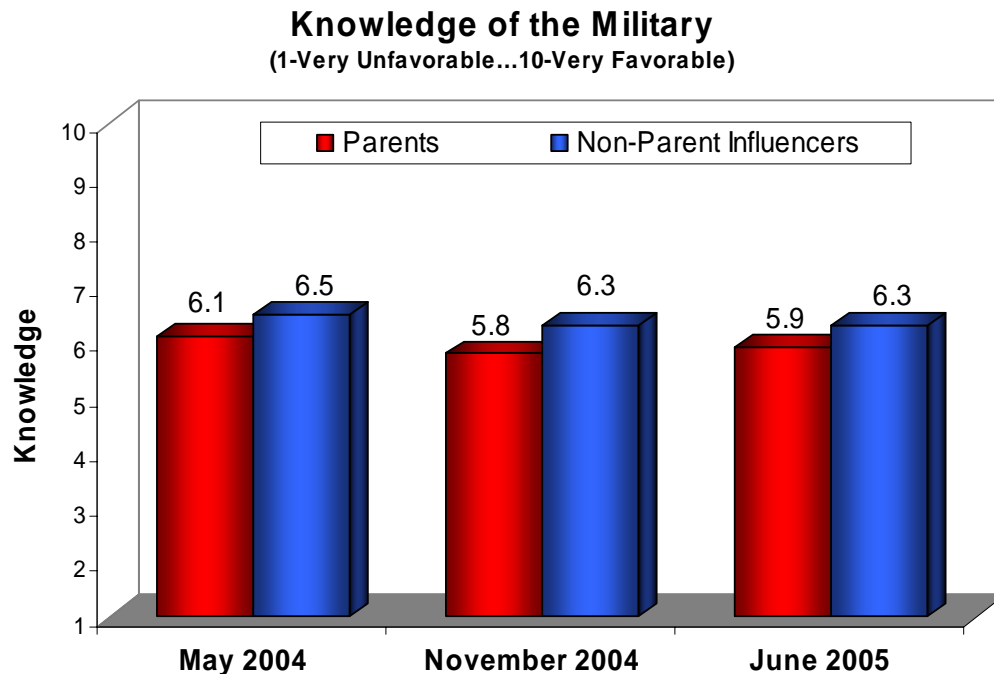
Besides favorability toward the Military, another measure used to track general attitudes and impressions is perceived military knowledge. Past studies have found that knowledge of the Military is an important determinant of attitudes toward the Military. Past polls have also found that this measure is moderately related to an influencer's likelihood of recommending the Military to a young person.

Influencers rated their knowledge of the Military on a 10-point scale, with anchors ranging from 1 – not at all knowledgeable to 10 – extremely knowledgeable. Overall, results indicate that influencers feel only moderately knowledgeable about the

Military, as evidenced by a mean rating of 6.1.

Consistent with results from November 2004, male influencers (6.7) continue to report feeling more knowledgeable about the military than female respondents (5.8). Further, non-parents report slightly higher levels of military knowledge than do parents.

Influencers' moderate level of perceived knowledge of the Military is consistent with the fact that only approximately 53% of them have spoken to a military recruiter. This level of influencer contact with recruiters is significantly lower than that found in November 2004 (60%).



## Current Events

The June 2005 Influencer Poll asked a number of current events questions to determine the effects the War on Terrorism and the Bush Administration's handling of international conflicts has had on influencers. As touched on previously, perceptions of the current political and economic climate affect influencers' decisions about recommending military service. Influencers use these cues from their environment to weigh the potential benefits and risks of youth joining the Military. This process greatly affects whether the influencer will recommend the Military as an option.

In previous Youth and Influencer Polls, respondents cited some specific examples of political and economic factors that drive their decisions to recommend or enlist. The 2005 Influencer Poll was designed in part to help determine what effects the War on Terrorism and the current administration's handling of international conflicts have had on influencers' likelihood to recommend the Military. Consistent with past surveys, analyses showed that all these factors were significantly correlated with influencers' likelihood to recommend military service.

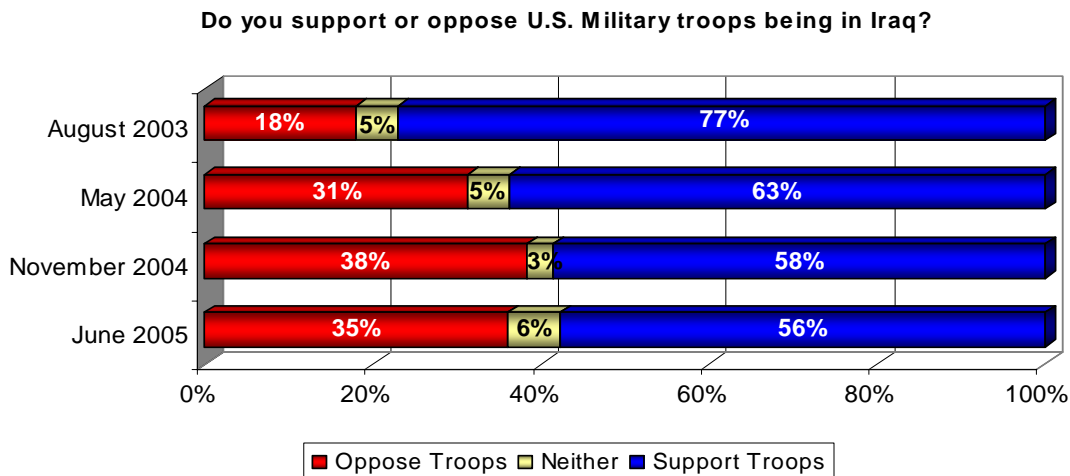
### Troops in Iraq

The majority of influencers continue to support troops being in Iraq (56%), but support has dropped from May 2004 (63%). Non-parent influencers remain slightly more likely than parents to oppose U.S. Military troops being in Iraq (37% and 32%, respectively). Of those influencers who support troops being in Iraq, 49% say they are likely or very likely to recommend joining the Military. Meanwhile, of those influencers who do not support troops being in Iraq (35%), only 29% still say they are likely or very likely to recommend joining the Military.

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**24%** Proportion of Black influencers who support troops being in Iraq – down from 36% one year ago in the May 2004 Influencer Poll.

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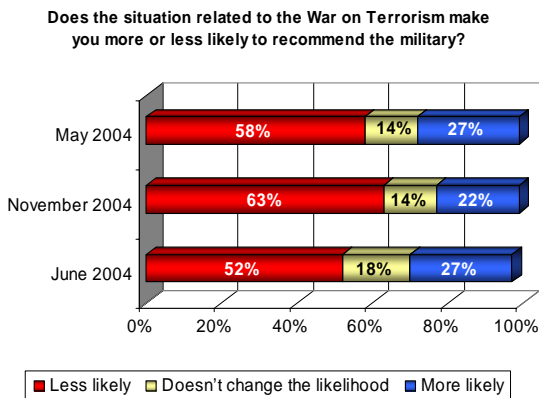


## Current Events

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### War on Terrorism

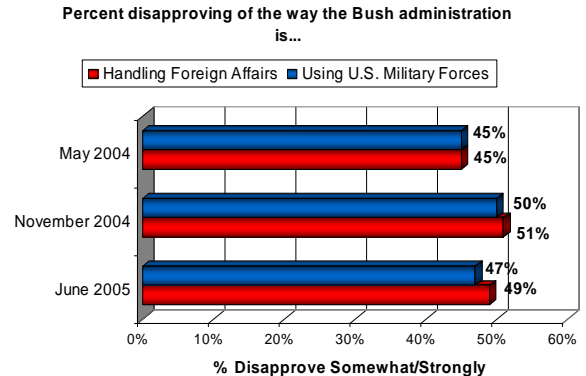
The War on Terrorism continues to negatively affect influencers. Overall, 52% of influencers report the war has reduced their likelihood to recommend military service. This number has gone down from 63% on the November 2004 Influencer Poll. By influencer type, 55% of parents say they are less likely to recommend the Military, significantly down from 71% in November 2004. Meanwhile, 48% of non-parents report being less likely to recommend military service, significantly down from 57% in November 2004. Although these numbers are still high, it is good news for recruiters that both numbers have significantly decreased. By race/ethnicity, the large majority of Black influencers (74%) report that the War on Terrorism made them less likely to recommend the military compared with either Whites (48%) or Hispanics (50%).



### Bush Administration

Attitudes about the Bush Administration are consistent with past polls. Overall, half of influencers report that they somewhat or strongly approve, while the other half report that they somewhat or strongly disapprove. However, the proportion of Black influencers that approve of the Bush Administrations' handling of foreign affairs

is only 19%, compared with 55% of Whites and 43% of Hispanics. Similarly, the percentage of Blacks who approve of the use of military forces is 17% compared with 57% of Whites and 46% of Hispanics.



Results for these items follow the pattern observed for influencers' support of troops being in Iraq. By influencer group, non-parents are more likely than parents to strongly disapprove of the use of U.S. Military Forces and the handling of foreign affairs. Specifically about 32% of non-parents and 27% of parents strongly disapprove of the way the Bush Administration is using U.S. Military forces and handling foreign affairs.

Groups most disapproving of the Bush Administration's handling of foreign affairs and use of U.S. Military forces are women and Blacks. Fifty-three percent of Blacks say they strongly disapprove of the handling of foreign affairs, and 61% strongly disapprove of its use of U.S. Military forces. In addition, 31% of women and 25% of men report strongly disapproving of the handling of foreign affairs, and 32% of women and 27% of men strongly disapprove of the use of U.S. Military forces.

## Recruiters

### Recruiters

Adult influencers' interactions with and perceptions of military recruiters have an effect on their likelihood to recommend the Military to youth. The past and current Influencer Poll findings suggest that influencers who are more knowledgeable about the Military are more likely to recommend military service. Further, results indicate that influencers who had spoken to a military recruiter were significantly more knowledgeable about the Military than those who had not. Signaling Theory would conclude that influencers interpret a wide variety of recruiting experiences as symbolic of broader organizational – in this case the U.S. Military's – characteristics. Thus, understanding influencers' interaction with recruiters should help us understand likelihood to recommend.

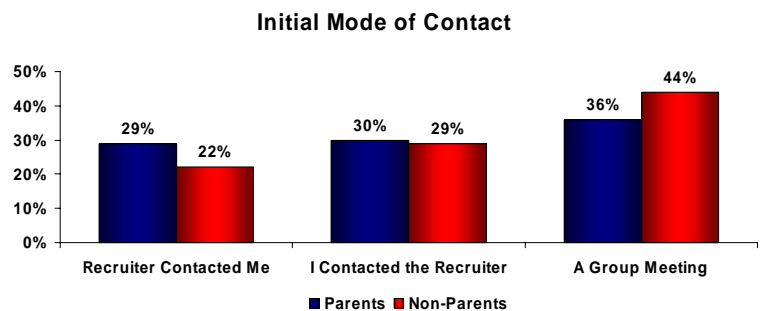
Because of the importance of conversations between influencers and recruiters, the June 2005 Influencer Poll asked influencers a number of questions regarding their contact with military recruiters.

Currently, the majority of influencers (53%) say they have spoken to a recruiter at some point in time. However, only 21% report speaking to a recruiter in the last year. Of all the Service Branches, influencers report speaking to a recruiter from the Army most often.

Influencers were also asked for their opinions on speaking with recruiters. Only 12% of influencers report being likely to tell youth that talking with military recruiters is a waste of time. This is consistent with

other research indicating that influencers prefer talking with knowledgeable sources of information about the options for youth they influence. Along similar lines, only 5% of fathers and 9% of mothers say they have prevented recruiters from speaking with their child.

For those who had spoken with a military recruiter, this Influencer Poll also asked how they first came in to contact with the recruiter. Parents' mode of initial contact was relatively equally split among recruiter initiated, parent initiated and group meeting. Thirty-eight percent of fathers report initiating the contact compared with 21% of mothers. In contrast, 35% of mothers versus 22% of fathers report the first contact was recruiter-initiated. Non-parent influencers were most likely to initially encounter a recruiter at a group meeting such as a job fair or high school visit.



Although it may still be somewhat difficult to reach influencers, it does appear that most influencers are open to talking with recruiters. Because recruiters are likely to influence key adults' knowledge of the Military, it is useful for recruiters to try to reach influencers whenever possible.

## Sources of Impressions

To uncover how influencers' attitudes toward the Military are formed, the June 2005 Influencer Poll asked influencers where they get their impressions of the Military. Influencers were asked to identify sources of their military impressions from a list that included friends, family, and media. Influencers were able to mention multiple answers to the open-ended question, "Where do you get the majority of your impressions about the Military?" The top 5 responses are listed below also with those who cited

the source most often. Responses by influencers not listed in the table include: younger friend (14%), uncles (12%), older friend, spouse, cousins (all 11%), son and other family (both 8%), radio (7%), grandparents (6%), Internet and advertisements (both 5%), and movies (2%). Follow-up questions were then asked about five specific categories: people, reading materials, television, movies, and the Internet. Responses to these questions appear on the following page.

<b>Source of Impression</b> <i>Where do you get the majority of your impressions of the Military</i>	<b>Cited Most Often By</b> <i>Influencer that cited these sources most often</i>
Television (42%)	Not Likely to Recommend, Female
Reading Material (29%)	Likely to Recommend, Whites, Hispanics
Friend Same Generation (26%)	Not Likely to Recommend, Male
Father (18%)	Likely to Recommend, Whites
Brother (17%)	Likely to Recommend

This source of impressions question was also asked in the September 2002 Adult Poll. The Adult Poll sampled American adults ages 22-85. The sample size was 1,252. Although this was a survey of a broader population segment, the September 2002 Adult Poll also found that adults use television and reading materials most often as sources of military impressions.

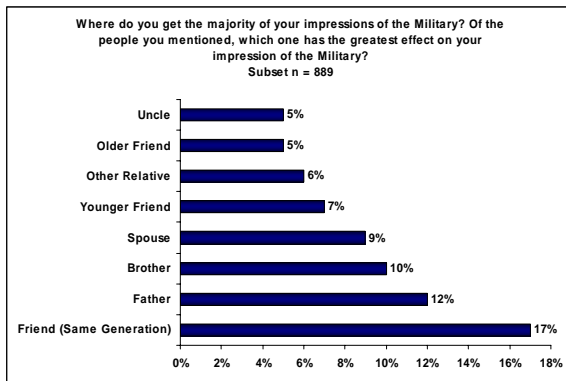
<b>Source of Impression</b> <i>September 2002 Adult Poll</i>	<b>Source of Impression</b> <i>June 2005 Influencer Poll</i>
Television (52%)	Television (42%)
Reading Material (42%)	Reading Material (29%)
Friend Same Generation (16%)	Friend Same Generation (26%)
Father (12%)	Father (18%)
Brother (11%)	Brother (17%)

## Sources of Impressions

(continued)

### People

Influencers rated people (aggregated) as the source from which they get most of their impressions of the Military. In the June 2005 Influencer Poll, 70% of influencers reported using people as a source of their military impressions. When asked which person had the greatest effect on their impressions of the Military, of the 70% of influencers that mentioned people, the largest proportion (17%) said friends (same generation) had the greatest effect on their military impressions.



Influencers were also asked whether or not these most influential people had ever served in the Military. They reported that a total of 94% of the people had served in the Military.

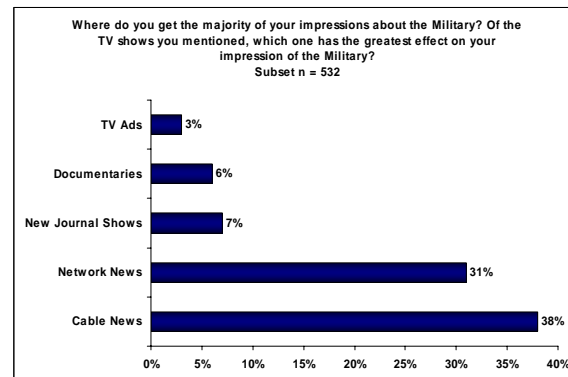
To determine how these sources affect influencers, influencers were asked what type of impression these people gave them. A majority (65%) report that the person who had the greatest effect on their impressions was completely or mostly positive about the Military. Fifty-four percent of influencers also report that the person who had the greatest effect on their impressions positively affected their likelihood to recommend the Military. This is important

as it suggests that targeting individuals who affect influencers should increase youth propensity.

### Television

Media outlets are another common source of influencers' military impressions. Over a third of influencers (42%) get the majority of their impressions of the Military from TV. Overall, the most often cited TV formats are cable news, network news, news journal shows, TV advertisements, and documentaries.

Of the influencers who cited television, a third (30%) report that the TV show that had the greatest effect gave them a completely or mostly positive impression of the Military. Moreover, 22% say the show had a positive effect on their likelihood to recommend the Military. Influencers not likely to recommend the Military were more likely to get their impressions from TV shows than were influencers likely to recommend the Military.





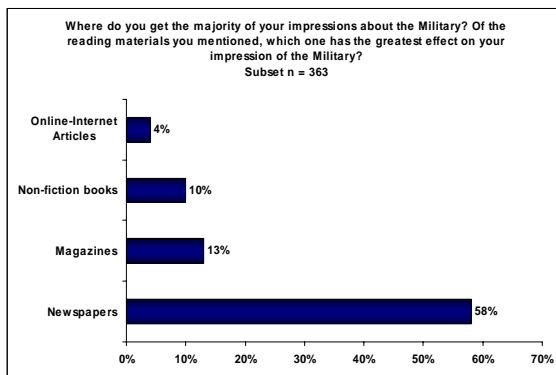
## Sources of Impressions

(continued)

### Reading Materials

Although considerably fewer, a significant proportion of influencers (29%) still report getting their impressions about the Military from their reading. In particular, influencers affected by reading materials cite newspapers (58%) as having the greatest effect on their impressions of the Military, followed by magazines (13%), nonfiction books (10%), and online Internet articles (4%).

Almost a third of influencers who cite reading materials (28%) report that reading material that had the greatest effect on their impressions gave them a completely/mostly positive view of the Military. Furthermore, a quarter of influencers who cite reading materials (25%) report that the text that had the greatest effect on their impressions made them more likely to recommend the Military.



### Movies

This Influencer Poll also asked about the information influencers obtain through movies, a common entertainment outlet. As found in the past, influencers continue to primarily rely on sources other than movies to obtain information about the Military. Currently, only 2% of influencers rely on movies for impressions of the Military. There is not one particular movie that influencers cite as a pre-dominant source of their military impressions, but the most frequently mentioned movies include: “Saving Private Ryan”, “A Few Good Men”, “Band of Brothers”, and “Black Hawk Down”.

### Internet

According to Harris Interactive, some 74% of adults use the World Wide Web. However, only 5% of influencers report getting their impressions of the Military from the Internet. This includes influencers who cite the Internet when first asked to identify sources of impressions and those who cite the Internet when asked specifically about reading. This indicates that although influencers are using the Internet, they are not likely to visit Military Web sites or Web sites containing information about the Military.

### *Internet and Adults*

The increase in Internet usage by adults is due to increased Internet access in locations aside besides home and work. Adults online at a location other than home or work rose in 2005 to 21 percent, up from 17 percent in 2004 and 16 percent in 2003. The proportion of adults now online at home has risen to 66 percent, up from 65 percent in 2004 and 61 percent in 2003.

*The Harris Poll® #40, May 12, 2005*



## Summary

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In summary, Section 3 focused on influencers' attitudes toward and impressions of the Military by examining their Military views and their attitudes toward current events. This section also examined how influencers form their impressions of the Military by asking them where they obtain their information about the Military.

### **Favorability**

Currently, influencers still have favorable attitudes toward the Military. The majority of influencers rate the Military favorably (7.6 on a 10-point scale); the number for non-parents has significantly increased from six months ago. By race/ethnicity, White (7.7) and Hispanic (7.3) favorability remains higher than Black favorability (6.6).

### **Knowledge**

Similar to what we have seen in the past, influencers feel only moderately knowledgeable about the Military, as evidenced by a mean rating of 5.9 for parents and 6.3 for non-parents on a 10-point scale. Perceived knowledge has remained relatively consistent.

### **Current Events**

Current events play a large role in influencers' likelihood to recommend the Military. Influencers likely to recommend the Military are also more likely to: support U.S. Military troops being in Iraq; feel the United States was justified in its decision to go to war with Iraq; and approve of the Bush Administration's handling of foreign affairs/use of U.S. Military forces.

Unfortunately, perceptions of current events are still negative. Although the proportion of influencers who report the War on Terrorism has negatively affected their likelihood to recommend the Military has significantly decreased from November 2004, 55% of parents and 48% of non-parent influencers still say they are less likely to recommend the Military due to the War on Terrorism.

### **Recruiters**

Half of all influencers report having spoken to a recruiter at some point in their lives. Perhaps surprising to some, more Blacks (59%) report having spoken to a recruiter than Whites (52%) or Hispanics (48%). Only 7% of parents say they have denied a recruiter access to their child. Overall, it seems influencers are receptive to recruiters. The majority say talking to a recruiter is a "good idea" or "up to the youth." Only 12% say it is a "waste of time."

### **Sources of Impressions**

Influencers were asked to identify the sources of their impressions of the Military (e.g. family, friends, media) and to assess the effect these sources have on their views of the Military. A little less than half (42%) of influencers get most of their impressions of the Military from television, and almost three-fourths (70%) get their impressions from a personal contact.

Influencers are more likely to report positive Military impressions from people. Similarly, people are more likely to positively affect influencers' likelihood to recommend the Military. These findings were similar to what was found on the June 2005 Youth Poll.

## Summary

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*(continued)*

### **Conclusion**

This section of the report focused on the June 2005 Influencer Poll findings regarding influencers' attitudes toward the U.S. Military and their likelihood to recommend service to the youth. These findings highlight the importance of influencers' attitudes toward and perceptions of the Military in their decisions to recommend enlistment and military service.

Attitudes toward the Military appear somewhat stable, as favorability toward the Military has stayed about the same as it was 6 months ago.

Furthermore, influencers' likelihood to recommend military service has increased significantly since the previous Influencer Poll in June 2004. Influencers' views of the War on Terrorism and the situation in Iraq also appear to have stabilized, as fewer influencers report that the war has made them less likely to recommend military service. Black influencers, however, still report negative views of these events. It will be important to monitor these attitudes and their impact on military-recommendation behavior, as shifts in such behavior, particularly among minorities, could be expected to precipitate problems recruiting youth into the Military.

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## OVERVIEW REPORT

Section Four presents information on influencers' favorability toward and likelihood to recommend each of the branches and their components. This section also presents trends and demographics for each Service.



## Section 4

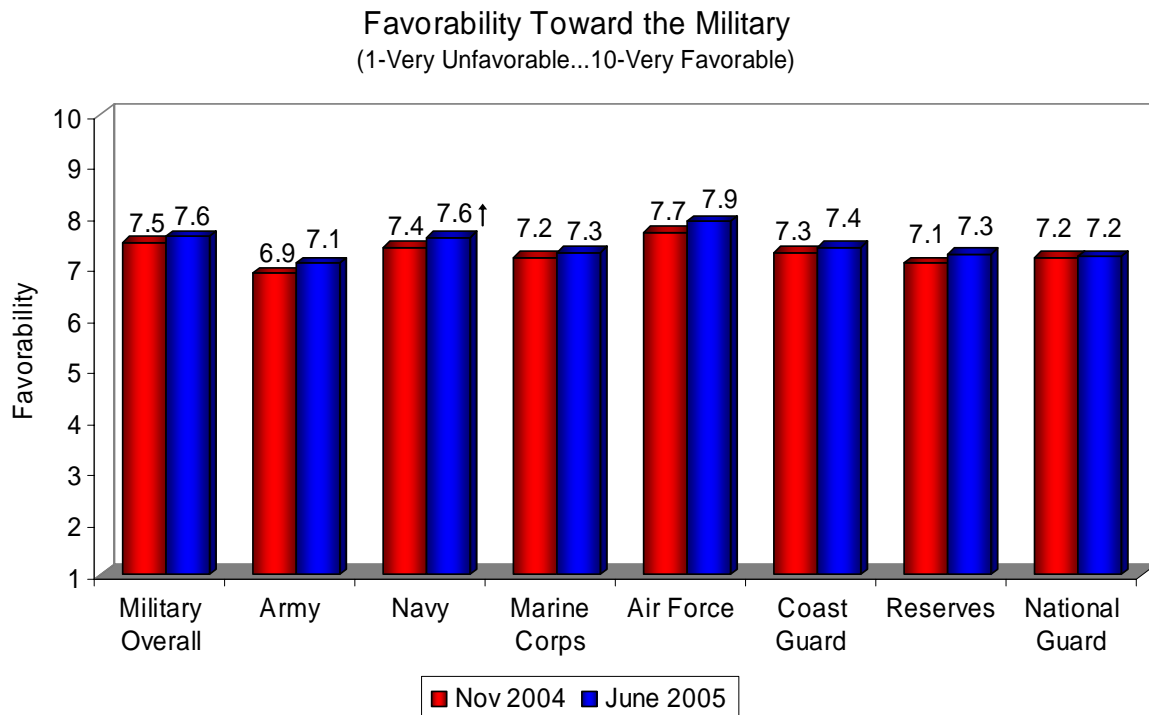
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## Introduction

The last section presented information on influencers' attitudes toward the Military, knowledge about the Military, and likelihood to recommend military service to youth. This section breaks down these findings further and presents information on influencers' favorability toward and likelihood to recommend each of the military Active Duty Service Branches, as well as the National Guard and Reserves. As in the previous section, Section 4 presents historical trends as well as detailed breakouts for key demographics, such as gender, age, and influencer type.

The chart below shows the changes in favorability ratings for each of the Active Duty Services, National Guard, and Reserves since the last poll in November 2004. During that time, favorability ratings for the Navy increased significantly.

Black influencers continue to be less favorable toward the Military than non-Blacks, and males continue to be significantly more favorable toward the Military than females. Among non-parent influencers, favorability toward the Military increased since the last measure in November 2004 (from 7.4 to 7.7).



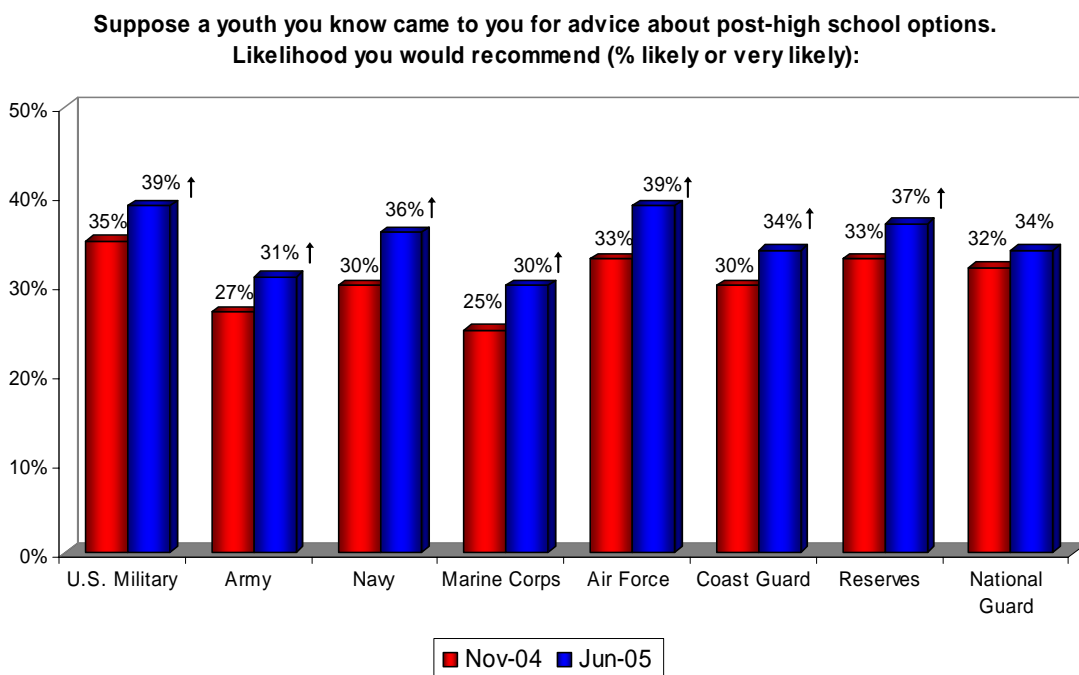
## Likelihood to Recommend: U.S. Military

Influencers' likelihood to recommend military service to youth is tracked across waves of the Influencer Poll. Influencers are asked about their likelihood to recommend the U.S. Military overall, each of the Active Duty Services, the Reserves, and the National Guard. Respondents report their likelihood to recommend as "very likely," "likely," "neither likely nor unlikely," "unlikely," or "very unlikely." Those who respond that they are "very likely" or "likely" are categorized as likely to recommend that Service.

The chart below shows the changes in likelihood to recommend since the last

fielding of the Influencer Poll in November 2004. Influencers' likelihood to recommend increased for all of the Military Services and Components – except the National Guard since the November 2004 Influencer Poll.

Across all Branches and Components, men were significantly more likely to recommend the Military than women; White influencers were significantly more likely to recommend than non-Whites; and influencers who reported a total household income of \$100,000 or more were less likely to recommend the Military than influencers that reported less income.



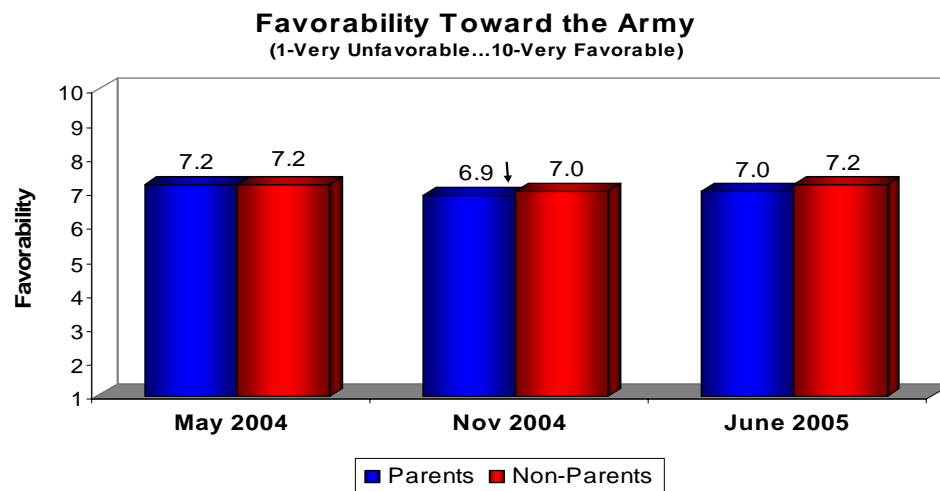
The remainder of Section 4 presents more detailed information on the Army, Navy, Marine Corps, Air Force, Coast Guard, Reserves, and National Guard, including influencers' likelihood to recommend and their favorability toward each branch.

Likelihood to recommend for each Service or Component is broken out by parental status, and meaningful differences between other demographic subgroups are discussed. Additionally, more detailed tables appear in Appendix A of this report.

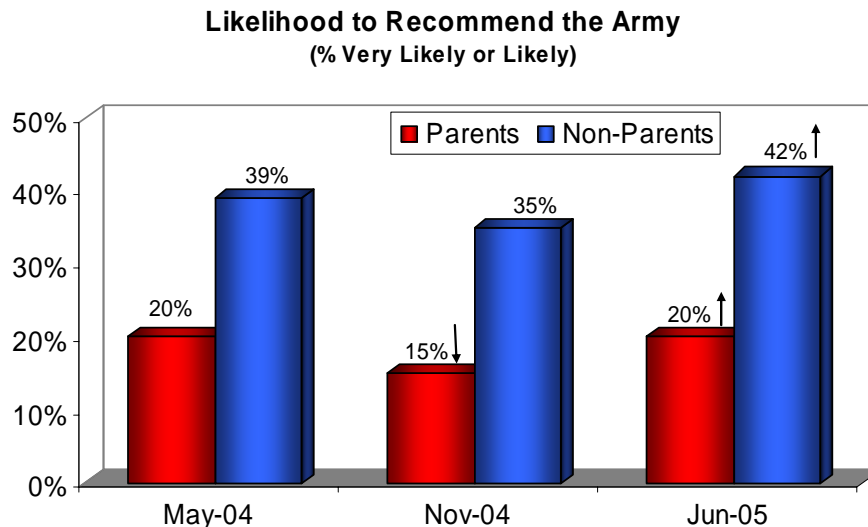
## Likelihood to Recommend: Army

The U.S. Army requires the greatest number of recruits of the Services, and it therefore must maintain the interest of a broad group to meet its recruiting goals. As with the Military in general, influencers in this poll had a moderately positive view of the Army,

giving it a mean rating of 7.1 on a 10-point scale. This rating was similar to that observed in November 2004. Black influencers reported being less favorable toward the Army than did White or Hispanic influencers.



During the same period, both parents and non-parents became significantly more likely to recommend the Army. Parents were much more likely to recommend Army service to a son than they were to recommend it to a daughter.

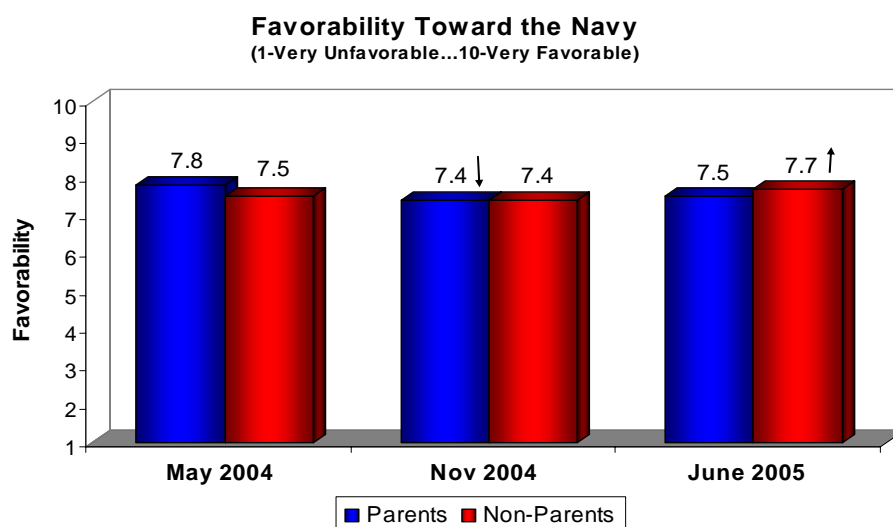




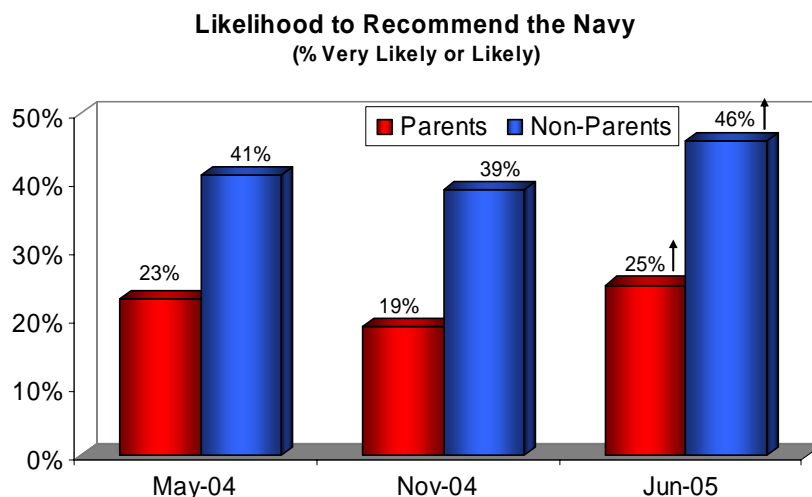
## Likelihood to Recommend: Navy

Overall, favorability for the Navy in June 2005 (7.6) significantly increased from May 2004 (7.4), which represents the only significant increase among the Services and Components and a rebound back to the levels of May 2004. Moreover, this increase was driven by non-parents, who reported significantly increased favorability toward

the Navy in June 2005 (7.7) from November 2004 (7.4). However, parents reported a mean favorability of 7.5 - relatively similar to the favorability level in November 2004 (7.4). Consistent with past polls, Blacks rated the Navy less favorably than did non-Blacks.



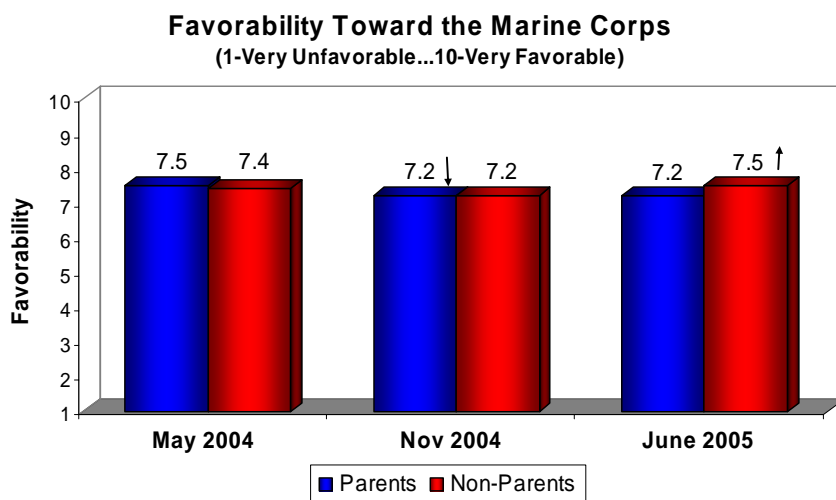
Likelihood to recommend the Navy has significantly increased since November 2004 for both parents and non-parents. This represents one of the most dramatic increases in likelihood to recommend among the Services and Components. Parents were much more likely to recommend service in the Navy to a son than they were to recommend it to a daughter.



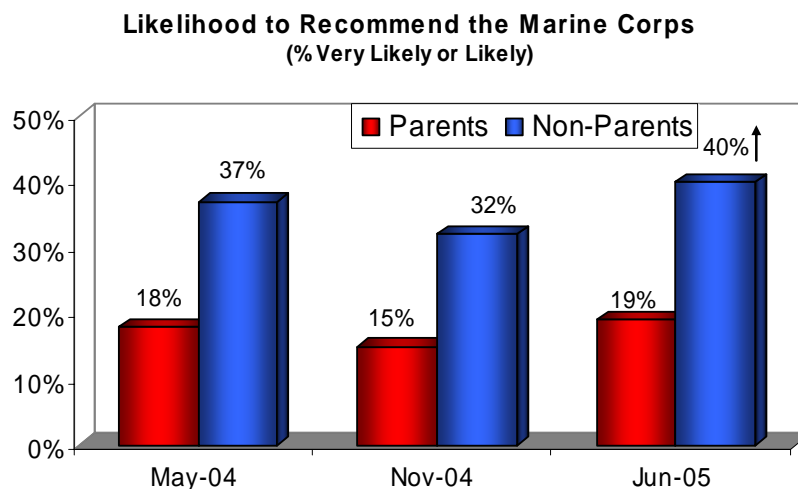
## Likelihood to Recommend: Marine Corps

Influencers had a moderately positive view of the Marine Corps, giving it a mean rating of 7.3 on a 10-point scale, representing an increase since November 2004 (7.2). However, this increase was not statistically significant. Among non-parents, there was a

significant increase in favorability toward the Marine Corps in June 2005 (7.5) from November 2004 (7.2). However, parents reported a mean favorability of 7.2 – the same level as in November 2004.



Influencers' likelihood to recommend the Marine Corps increased significantly from November 2004. This increase was mainly driven by non-parents, whose likelihood to recommend increased from 32% in November 2004 to 40% in June 2005. Parents were much more likely to recommend service in the Marine Corps to a son than they were to recommend it to a daughter.

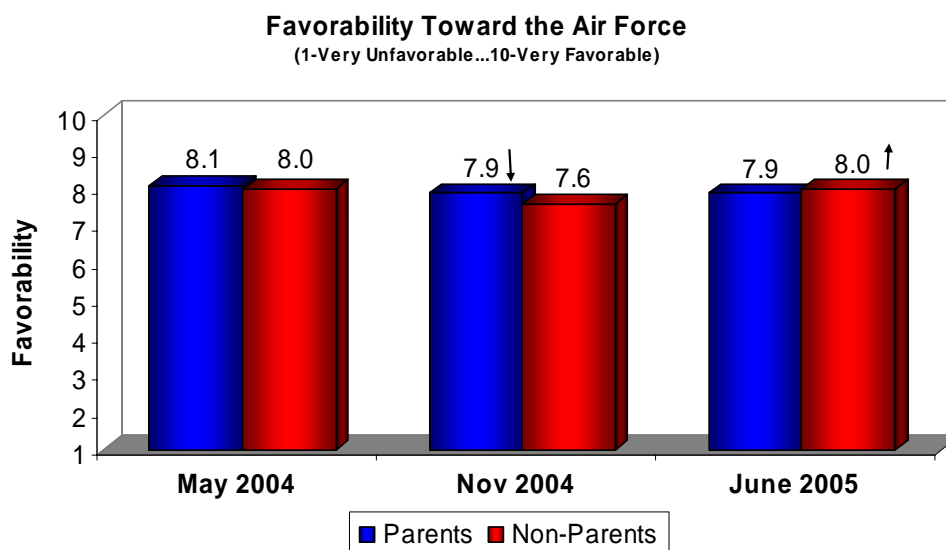


## Likelihood to Recommend: Air Force

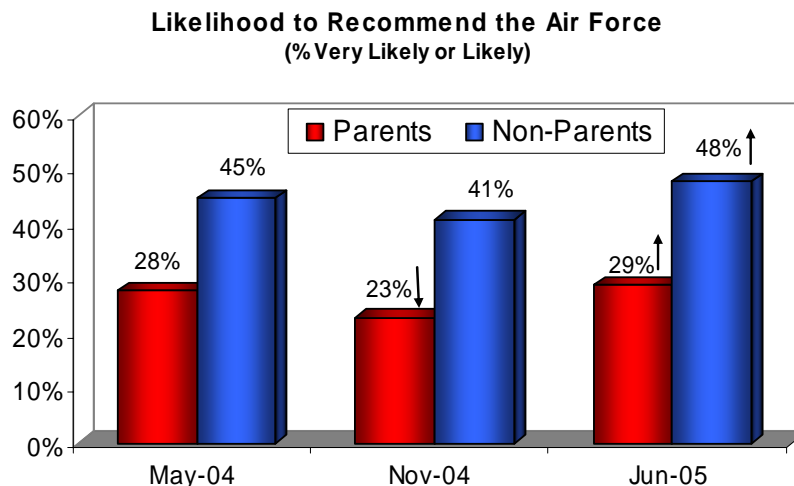
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Of all the Active Duty Services, influencers had the most positive view of the Air Force, giving it a mean rating of 7.9 on a 10-point scale. Although parents' favorability toward the Air Force stayed the same since May

2004 (7.9), non-parents' favorability increased from 7.6 to 8.0 within the same time frame. Moreover, White influencers were significantly more favorable toward the Air Force than were non-Whites.



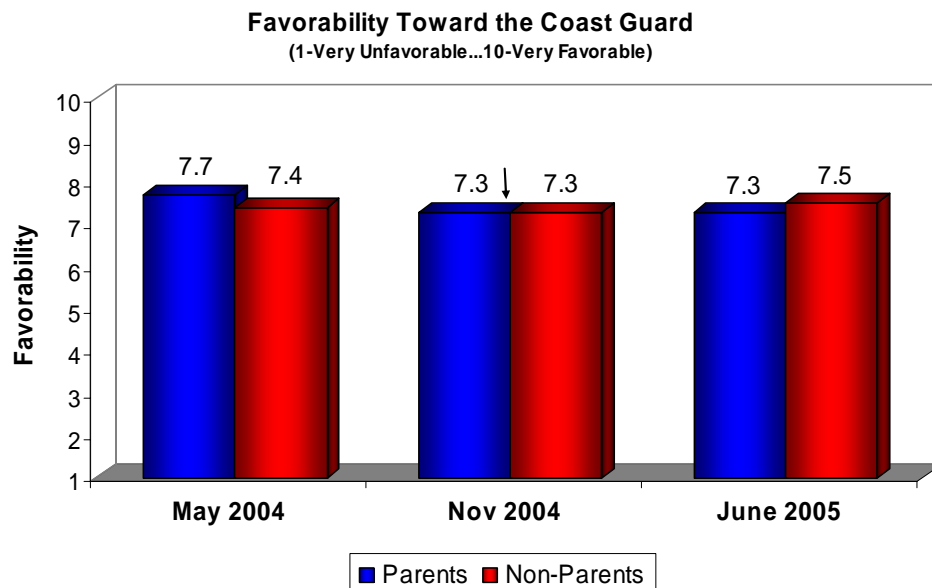
Influencers' likelihood to recommend the Air Force significantly increased from November 2004 for both parents and non-parents. This is one of the most dramatic increases in likelihood to recommend among the Services and Components. As with the other Services discussed already, parents were much more likely to recommend service in the Air Force to a son than they were to recommend it to a daughter.



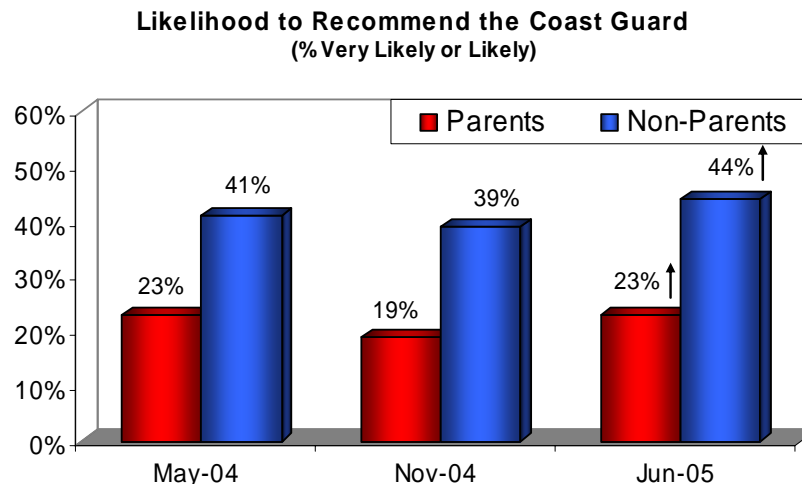
## Likelihood to Recommend: Coast Guard

Influencers had a moderately positive view of the Coast Guard, giving it a mean rating of 7.4 on a 10-point scale. This number is similar to that found in May 2004 (7.3). Favorability for both parents and non-parent

influencers remained about the same since last measured in November 2004. Black influencers continued to be less favorable toward the Coast Guard than were non-Blacks.



Likelihood to recommend the Coast Guard has increased significantly for both parents and non-parents since November 2004. Overall, likelihood to recommend the Coast Guard significantly increased from 30% in November 2004 to 35% in June 2005. Parents were more likely to recommend service in the Coast Guard to a son than they were to recommend it to a daughter.

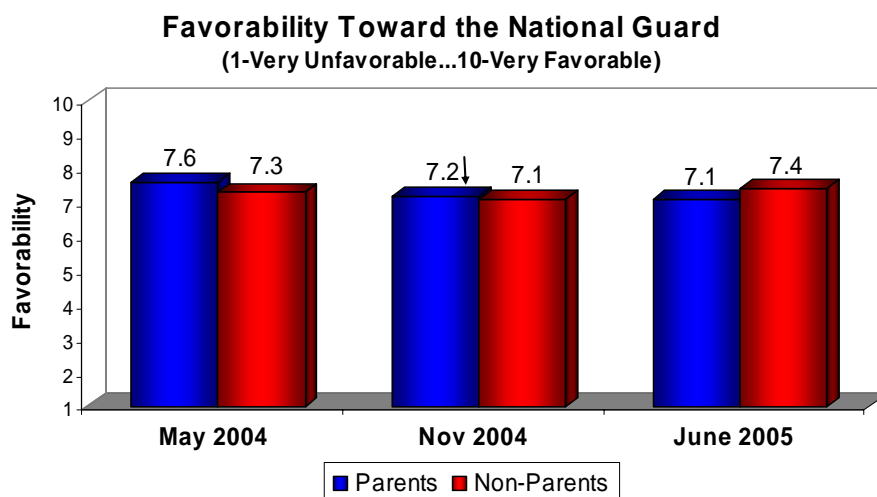


## Likelihood to Recommend: National Guard

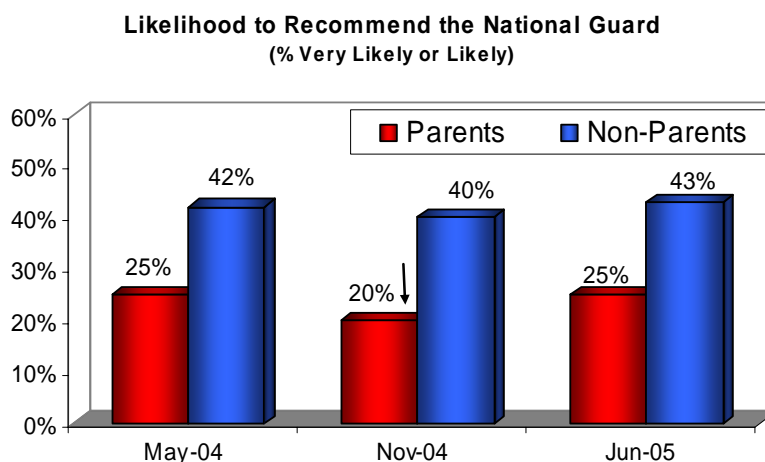
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Influencers had a moderately positive view of the National Guard, giving it a mean rating of 7.2 on a 10-point scale. This rating has not changed since it was measured in November 2004. Females were significantly

more favorable toward the National Guard than were males. Moreover, White influencers were significantly more favorable toward it than were non-Whites.



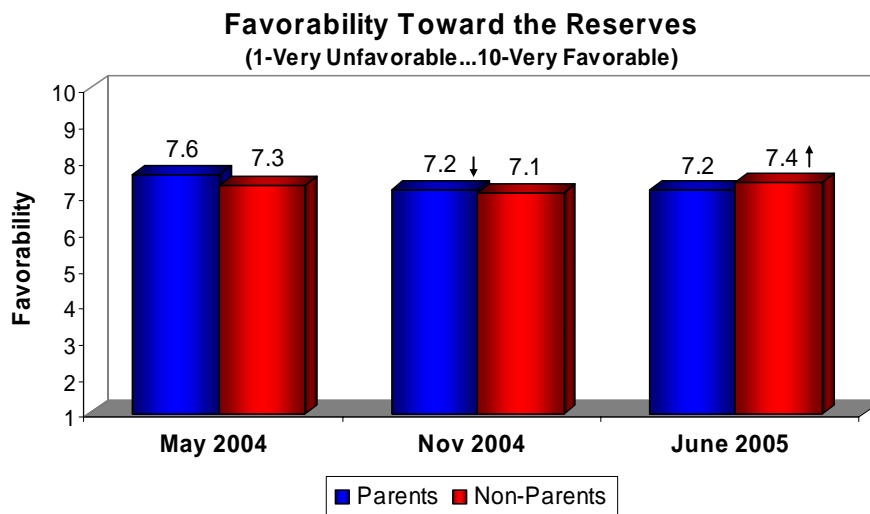
Parents' likelihood to recommend the National Guard increased from 20% to 25% between November 2004 and June 2005. However, the increase was not significant for non-parents or for influencers overall. Parents were more likely to recommend service in the National Guard to a son than they were to recommend it to a daughter.



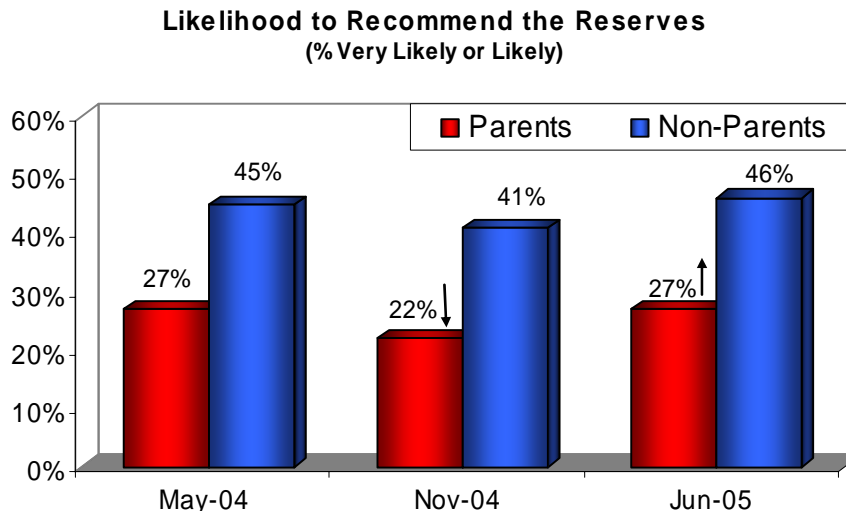
## Likelihood to Recommend: Reserves

Overall, influencers had a moderately positive view of the Reserves, giving it a mean rating of 7.3 on a 10-point scale. This number is similar to that measured in November 2004. However, non-parents reported a significant increase in favorability for the Reserves since November 2004.

Conversely, parents' favorability remained unchanged during this time. As found with the National Guard, White influencers were significantly more favorable toward the National Guard than were non-Whites.



Likelihood to recommend the Reserves increased significantly for both parents and non-parents from November 2004. As with the other Services discussed, parents were much more likely to recommend service in the Reserves to a son than they were to recommend it to a daughter.



## Summary

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Results for the June 2005 Influencer Poll indicate that influencers' likelihood to recommend service has increased for each of the Active Duty Services as well as for the Reserves since November 2004.

During this same time, favorability has also increased for the Navy. Driving this increase is non-parents, who significantly increased their mean favorability from 7.4 in November 2004 to 7.7 in June 2005.

Section 4 also presented information about each of the Services' metrics broken out by key demographic characteristics. Overall, these findings indicate a few general trends:

- Favorability toward the U.S. Military, the individual Services, the Reserves, and the National Guard generally increased from the November 2004 Influencer Poll to the June 2005 Influencer Poll. Thus, most of the ground lost between May 2004 and November 2004 has been restored.
- Men were significantly more favorable toward the Military than women, and were also more likely to recommend the Military to youth.
- Influencers with at least a four-year degree (Bachelor's, Master's, & Doctorate degrees) were less favorable toward the Military and Services than were those without one.
- Generally, Blacks were less favorable toward the Military and each of the Services and Components than were non-Blacks.
- Parents were much more likely to recommend the Military and each of the Services and Components to a son than they were to recommend it to a daughter.
- Generally, those who reported a household income of \$100,000 or more were less likely to recommend the Military and each of the Branches than were those in lower income categories.

## OVERVIEW REPORT

Section Five presents an overview of the findings from the June 2005 Influencer Poll. Information in this section includes a summary of chapters 1-4 as well as some final conclusions.



## Section 5



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## Summary and Conclusions

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The current recruiting environment continues to pose challenges to military recruiting. In fact, a number of Services failed to meet monthly recruiting goals in 2005. This, the June 2005 Influencer Poll and fourth fielding of the DoD Influencer Polling effort, was conducted to help inform efforts to bolster military recruiting.

As has been the case in the past, this Influencer Poll continued to track intent to recommend the Military among those who have relationships with youth ages 12-21. The poll also sought to identify factors that affect these influencers' decisions to make such recommendations.

Each Influencer Poll also measures influencers' favorability toward the Military, perceived knowledge of the Military, perceptions of current economic conditions, and reactions to current events. In addition, this Influencer Poll focused on how influencers form their impressions of the Military.

### **Adult Influencers and Recommendations to Youth**

The ways adults influence youth's career decision-making differs depending on their role. Parents have a very significant impact on their children, whereas educators and other non-parent influencers typically have a less significant impact, yet affect a much greater number of youth. The ongoing War on Terrorism has significantly affected both

types of influencers. Another important change affecting recommendations of influencers and decisions of youth is the decrease in veterans in the general adult population. This decrease is likely to make the overall influencer population both less informed about and less likely to recommend military service.

According to poll results, influencers are most focused on education and see work and the Military almost as options of last resort. Overall, only 47% of non-parents and 29% of parents say it is likely that they would recommend the Military to a youth they know/their students/their children. Although both these numbers are higher than those observed in November 2004, only non-parent influencers' likelihood to recommend has increased significantly.

Results suggest that likelihood to recommend varies by demographic segments:

- Gender: Men are more likely to recommend than are women.
- Income: Those with a household income of \$100,000 or more are less likely to recommend than are those in all other income categories.
- White influencers are more likely to recommend than are non-White influencers.

## Summary and Conclusions

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*(continued)*

### **Influencers' Attitudes Toward the Military**

Influencers reported a positive view of the Military, but admitted that they were not particularly knowledgeable about it. The mean favorability rating was 7.6, while the mean knowledge rating was 6.1 on scales from 1 (low) to 10 (high). Non-parent influencers' favorability was higher than their favorability level in November 2004. Self-reported knowledge about the Military remained moderate for both parents and non-parent influencers.

Perceptions of military pay and difficulty in finding a full-time job may, however, currently be helping military recruitment. Influencers reported positive impressions about military pay – 64% felt that youth were at least as likely to find a job with good pay in the Military as in the civilian sector. In addition, almost half (43%) of influencers reported that it is somewhat difficult for a high school graduate to find a job in their community. Further, 32% believed that the economy four years from now will be better than it is today. This number is down from 49% in August 2003.

### **Impact of Current Events**

The U.S. War on Terrorism has had an enormous impact on influencers' likelihood to recommend the Military. In this Influencer Poll, attitudes regarding current events were significantly correlated with influencers' likelihood to recommend the Military. Influencers' support for troops being in Iraq fell from 63% in May 2004 to

56% in June 2005. However, this poll found that 52% of influencers were less likely to recommend the Military due to the War on Terrorism, down from 63% in November 2004. About half of influencers continued to disapprove of the way the Bush Administration is handling foreign affairs and using U.S. Military forces.

Notably, Blacks have been most negatively affected by Bush Administration policies. Seventy-four percent of Blacks said the war has made them less likely to recommend the Military. These results highlight an ongoing serious problem for military recruiting.

### **Conversations with Youth**

The majority of influencers reported talking with youth about their future in the previous year. However, less than half of influencers reported that conversations included the Military. When discussing the Military with youth, most influencers said they were positive or at least neutral regarding military service. Non-parent influencers were more likely to report being positive about it, while parents more often reported being negative. Results from other Youth and Influencer Polls indicate that youth who have spoken with an influencer about the Military are more propensed as well as more knowledgeable about and favorable toward the Military.

## Summary and Conclusions

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*(continued)*

### **Military Recruiters**

Over half of influencers reported having spoken with a military recruiter. However, only 21% of influencers said they had such a conversation in the past year. Fortunately very few influencers reported they would likely tell youth that talking with military recruiters is a waste of time. Only 5% of fathers and 9% of mothers said that they had kept recruiters from speaking with their child.

### **Sources of Impressions of the Military**

A large majority (70%) of influencers reported getting their impressions of the Military from another person, while 42% reported forming impressions from television and 29% reported forming impressions from reading materials. The most often cited information sources were individuals, in particular, friends (of the same generation), fathers, and brothers.

Influencers who spoke to people reported that most of these people were positive (65%), and more than half (54%) had a positive effect on their likelihood to recommend the Military. Impressions from television and reading materials did not have the same positive content and impact. Only 30% of influencers who reported getting

impressions from television said these were positive, and only 22% said these impressions had a positive effect on their likelihood to recommend the Military. Similarly, influencers reported that only 28% of the things they have read gave them a positive impression of the Military, and only 25% made them more likely to recommend the Military. Interestingly, those influencers who were less likely to recommend the Military were more likely to report forming their impressions of the Military from television.

### **Moving Forward**

These findings indicate that military recruiting suffers when influencers rely on media sources to form their military impressions. To contend with this, recruiting may benefit from efforts to increase communication with influencers about military service. Results also suggest that increasing influencer-youth communication is likely to promote military propensity and enlistment behaviors among youth. To better understand the mechanisms by which this could be accomplished, it would be helpful to conduct more research to determine the true nature of communications spurred by such efforts.

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## OVERVIEW REPORT



## Appendix A

# Likelihood to Recommend the Military

JAMRS

TABLE 1-1. Influencer Likelihood to Recommend the Military: 2003 – 2005<sup>1</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	16.6	31.4	11.8	23.6	16.2
Influencer Poll 2 (May 04)	14.5	24.1	11.1	25.7	24.1
Influencer Poll 3 (Nov 04)	12.2	22.6	9.9	27.5	27.1
Influencer Poll 4 (Jun 05)	15.4	23.2	9.4	23.0	25.7

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	20.1	34.4	10.7	20.9	13.7
Influencer Poll 2 (May 04)	17.9	26.2	10.1	25.8	19.5
Influencer Poll 3 (Nov 04)	14.3	25.5	11.0	26.1	22.2
Influencer Poll 4 (Jun 05)	18.8	27.5	9.3	22.0	19.6

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	14.1	29.3	12.6	25.5	18.0
Influencer Poll 2 (May 04)	12.7	23.0	11.7	25.7	26.6
Influencer Poll 3 (Nov 04)	11.1	21.1	9.3	28.2	29.4
Influencer Poll 4 (Jun 05)	13.1	20.3	9.5	23.6	29.7

<sup>1</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Questions ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Military

JAMRS

TABLE 1-2. Influencer Likelihood to Recommend the Military: 2003 – 2005<sup>2</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	42.3	55.7
Influencer Poll 2 (May 04)	30.7	47.3
Influencer Poll 3 (Nov 04)	25.3	41.9
Influencer Poll 4 (Jun 05)	29.1	47.3

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	46.2	65.3
Influencer Poll 2 (May 04)	30.7	56.7
Influencer Poll 3 (Nov 04)	27.5	47.7
Influencer Poll 4 (Jun 05)	36.0	56.7

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	39.7	48.7
Influencer Poll 2 (May 04)	30.7	41.5
Influencer Poll 3 (Nov 04)	24.4	38.8
Influencer Poll 4 (Jun 05)	24.1	41.5

<sup>2</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



# Likelihood to Recommend the Military

JAMRS

TABLE 1-3. Influencer Likelihood to Recommend the Military: 2003 – 2005<sup>3</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	34.1	28.1
Influencer Poll 3 (Nov 04)	31.5	18.4
Influencer Poll 4 (Jun 05)	34.4	23.3

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.2	‡
Influencer Poll 3 (Nov 04)	34.2	‡
Influencer Poll 4 (Jun 05)	42.9	26.4

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.8	31.1
Influencer Poll 3 (Nov 04)	30.2	18.1
Influencer Poll 4 (Jun 05)	27.1	21.4

<sup>3</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Military

TABLE 1-4. Influencer Likelihood to Recommend the Military: 2003 – 2005<sup>4</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		56.8	47.6	44.3	41.0
Influencer Poll 2 (May 04)		40.3	42.1	35.3	34.8
Influencer Poll 3 (Nov 04)		42.2	37.3	31.4	26.4
Influencer Poll 4 (Jun 05)		40.5	41.0	35.5	35.0

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		61.0	57.2	50.9	45.1
Influencer Poll 2 (May 04)		‡	49.6	45.3	37.6
Influencer Poll 3 (Nov 04)		50.0	44.1	35.0	29.3
Influencer Poll 4 (Jun 05)		48.0	52.9	43.0	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		53.3	42.0	40.1	37.5
Influencer Poll 2 (May 04)		39.4	38.6	29.0	32.5
Influencer Poll 3 (Nov 04)		38.4	34.3	29.6	24.7
Influencer Poll 4 (Jun 05)		35.9	33.9	29.7	31.4

<sup>4</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Military

JAMRS

TABLE 1-5. Influencer Likelihood to Recommend the Military: 2003 – 2005<sup>5</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	55.0	43.4	49.4
Influencer Poll 2 (May 04)	44.4	34.6	40.4
Influencer Poll 3 (Nov 04)	39.1	30.1	37.3
Influencer Poll 4 (Jun 05)	42.6	34.8	40.5

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	64.8	49.1	54.9
Influencer Poll 2 (May 04)	57.4	40.1	39.7
Influencer Poll 3 (Nov 04)	41.2	34.9	43.1
Influencer Poll 4 (Jun 05)	‡	43.5	45.6

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	48.9	39.8	44.7
Influencer Poll 2 (May 04)	36.5	32.0	40.8
Influencer Poll 3 (Nov 04)	38.0	28.4	33.5
Influencer Poll 4 (Jun 05)	33.3	29.6	36.9

<sup>5</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Military

JAMRS

TABLE 1-6. Influencer Likelihood to Recommend the Military: 2003 – 2005<sup>6</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		53.1	52.8	49.4	40.7
Influencer Poll 2 (May 04)		37.1	46.3	37.5	35.2
Influencer Poll 3 (Nov 04)		39.5	39.5	35.5	27.7
Influencer Poll 4 (Jun 05)		42.6	43.8	40.0	34.0

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	56.2	47.8
Influencer Poll 2 (May 04)	‡	‡	44.6	40.9
Influencer Poll 3 (Nov 04)	‡	‡	41.5	33.5
Influencer Poll 4 (Jun 05)	‡	‡	50.0	38.3

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	47.2	44.1	33.5
Influencer Poll 2 (May 04)	35.7	43.0	33.2	30.5
Influencer Poll 3 (Nov 04)	37.5	36.9	32.5	23.8
Influencer Poll 4 (Jun 05)	40.1	36.1	32.5	29.6

<sup>6</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-1. Influencer Likelihood to Recommend 4-Year College: 2003 – 2005<sup>7</sup>

Male and Female		Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely	
Influencer Poll 1 (Aug 03)	67.0	25.7	2.7	2.8	1.5	
Influencer Poll 2 (May 04)	66.0	25.3	1.9	4.4	2.2	
Influencer Poll 3 (Nov 04)	67.5	24.6	1.5	3.4	2.8	
Influencer Poll 4 (Jun 05)	71.6	20.3	1.8	3.5	1.8	

Male		Percent (%)				
Wave		Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)		63.1	28.9	2.9	3.1	1.8
Influencer Poll 2 (May 04)		62.8	26.9	2.2	5.8	1.6
Influencer Poll 3 (Nov 04)		65.7	26.7	1.6	2.9	2.7
Influencer Poll 4 (Jun 05)		72.1	19.2	2.6	3.4	1.8

Female		Percent (%)				
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely	
Influencer Poll 1 (Aug 03)	69.6	23.4	2.6	2.6	1.4	
Influencer Poll 2 (May 04)	67.8	24.3	1.7	3.6	2.5	
Influencer Poll 3 (Nov 04)	68.4	23.5	1.4	3.6	2.8	
Influencer Poll 4 (Jun 05)	71.3	21.0	1.3	3.6	1.8	

<sup>7</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-2. Influencer Likelihood to Recommend 4-Year College: 2003 – 2005<sup>8</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	92.3	93.1
Influencer Poll 2 (May 04)	89.7	93.0
Influencer Poll 3 (Nov 04)	90.4	93.3
Influencer Poll 4 (Jun 05)	89.6	94.1

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	91.7	92.3
Influencer Poll 2 (May 04)	88.4	90.9
Influencer Poll 3 (Nov 04)	94.5	91.0
Influencer Poll 4 (Jun 05)	89.3	93.3

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	92.7	93.7
Influencer Poll 2 (May 04)	90.4	94.3
Influencer Poll 3 (Nov 04)	88.6	94.6
Influencer Poll 4 (Jun 05)	89.8	94.6

<sup>8</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-3. Influencer Likelihood to Recommend 4-Year College: 2003 – 2005<sup>9</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	87.1	92.6
Influencer Poll 3 (Nov 04)	88.6	92.4
Influencer Poll 4 (Jun 05)	89.0	90.3

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	88.2	‡
Influencer Poll 3 (Nov 04)	93.7	95.5
Influencer Poll 4 (Jun 05)	88.4	90.6

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	86.5	93.8
Influencer Poll 3 (Nov 04)	86.3	91.2
Influencer Poll 4 (Jun 05)	89.4	90.1

<sup>9</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-4. Influencer Likelihood to Recommend 4-Year College: 2003 – 2005<sup>10</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		89.9	91.5	95.8	94.6
Influencer Poll 2 (May 04)		89.4	88.5	94.7	94.3
Influencer Poll 3 (Nov 04)		90.3	90.3	94.9	93.6
Influencer Poll 4 (Jun 05)		88.0	91.9	94.6	95.3

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		88.7	90.6	96.4	94.1
Influencer Poll 2 (May 04)		‡	86.5	93.2	93.1
Influencer Poll 3 (Nov 04)		95.5	90.1	92.7	92.2
Influencer Poll 4 (Jun 05)		84.5	92.0	93.4	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		91.0	92.0	95.5	95.0
Influencer Poll 2 (May 04)		90.9	89.5	95.7	95.2
Influencer Poll 3 (Nov 04)		87.8	90.3	96.0	94.4
Influencer Poll 4 (Jun 05)		90.2	91.8	95.6	93.2

<sup>10</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C).

‡Reporting standard not met (too few cases).



# Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-5. Influencer Likelihood to Recommend 4-Year College: 2003 – 2005<sup>11</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	94.0	93.2	90.9
Influencer Poll 2 (May 04)	93.0	89.8	92.2
Influencer Poll 3 (Nov 04)	93.3	91.4	91.9
Influencer Poll 4 (Jun 05)	93.8	91.6	91.6

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	92.6	91.9	91.8
Influencer Poll 2 (May 04)	89.8	89.0	92.2
Influencer Poll 3 (Nov 04)	93.1	94.9	89.7
Influencer Poll 4 (Jun 05)	‡	90.8	91.7

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	94.8	94.0	90.2
Influencer Poll 2 (May 04)	94.9	90.2	93.3
Influencer Poll 3 (Nov 04)	93.4	90.2	93.3
Influencer Poll 4 (Jun 05)	94.9	92.2	91.6

<sup>11</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend 4-Year College

JAMRS

TABLE 2-6. Influencer Likelihood to Recommend 4-Year College: 2003 – 2005<sup>12</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		93.7	88.8	93.1	95.2
Influencer Poll 2 (May 04)		89.1	89.8	90.9	94.4
Influencer Poll 3 (Nov 04)		88.4	90.0	93.4	94.3
Influencer Poll 4 (Jun 05)		88.1	92.1	91.4	96.3

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	91.0	93.6
Influencer Poll 2 (May 04)	‡	‡	86.3	94.2
Influencer Poll 3 (Nov 04)	‡	‡	95.5	93.2
Influencer Poll 4 (Jun 05)	‡	‡	89.3	96.2

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	88.3	94.7	96.8
Influencer Poll 2 (May 04)	89.1	89.9	93.8	94.5
Influencer Poll 3 (Nov 04)	89.5	89.3	92.3	95.1
Influencer Poll 4 (Jun 05)	88.4	93.1	92.9	96.3

<sup>12</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-1. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005<sup>13</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	20.9	23.0	6.7	31.4	17.4
Influencer Poll 2 (May 04)	19.8	22.6	7.4	32.0	17.8
Influencer Poll 3 (Nov 04)	20.3	21.6	6.9	32.4	18.4
Influencer Poll 4 (Jun 05)	25.9	22.8	5.9	29.4	14.7

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	22.5	23.6	6.6	32.0	15.0
Influencer Poll 2 (May 04)	18.6	22.9	8.5	30.9	18.4
Influencer Poll 3 (Nov 04)	21.0	22.0	7.3	32.2	17.3
Influencer Poll 4 (Jun 05)	27.1	23.6	6.7	29.3	12.1

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	19.8	22.6	6.8	31.0	19.1
Influencer Poll 2 (May 04)	20.5	22.5	6.7	32.5	17.5
Influencer Poll 3 (Nov 04)	19.9	21.4	6.8	32.5	19.0
Influencer Poll 4 (Jun 05)	25.1	22.3	5.3	29.5	16.4

<sup>13</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-2. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005<sup>14</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	44.8	42.7
Influencer Poll 2 (May 04)	37.6	47.7
Influencer Poll 3 (Nov 04)	39.4	43.7
Influencer Poll 4 (Jun 05)	49.3	48.1

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	44.5	48.2
Influencer Poll 2 (May 04)	34.9	47.6
Influencer Poll 3 (Nov 04)	39.5	45.2
Influencer Poll 4 (Jun 05)	51.2	50.2

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	45.0	38.7
Influencer Poll 2 (May 04)	39.0	47.7
Influencer Poll 3 (Nov 04)	39.4	43.0
Influencer Poll 4 (Jun 05)	48.1	46.6

<sup>14</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-3. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005<sup>15</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	40.4	34.8
Influencer Poll 3 (Nov 04)	44.6	33.5
Influencer Poll 4 (Jun 05)	50.2	45.8

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	39.1	‡
Influencer Poll 3 (Nov 04)	46.8	‡
Influencer Poll 4 (Jun 05)	53.1	46.2

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	41.1	38.8
Influencer Poll 3 (Nov 04)	43.5	34.8
Influencer Poll 4 (Jun 05)	47.6	45.6

<sup>15</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-4. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005<sup>16</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		61.0	46.4	33.8	28.4
Influencer Poll 2 (May 04)		59.7	44.5	32.3	29.1
Influencer Poll 3 (Nov 04)		63.4	40.6	35.1	28.7
Influencer Poll 4 (Jun 05)		63.9	50.4	35.1	35.5

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		60.3	54.7	30.0	30.4
Influencer Poll 2 (May 04)		‡	50.4	29.1	30.7
Influencer Poll 3 (Nov 04)		63.6	39.8	39.0	31.9
Influencer Poll 4 (Jun 05)		64.2	56.5	38.8	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		61.7	41.6	36.2	26.7
Influencer Poll 2 (May 04)		61.5	41.8	34.4	27.8
Influencer Poll 3 (Nov 04)		63.3	41.0	33.2	26.8
Influencer Poll 4 (Jun 05)		63.7	46.8	32.3	34.7

<sup>16</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-5. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005<sup>17</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	46.1	43.6	42.8
Influencer Poll 2 (May 04)	47.6	39.9	42.4
Influencer Poll 3 (Nov 04)	44.2	39.6	42.9
Influencer Poll 4 (Jun 05)	51.2	47.9	48.7

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	53.7	45.5	42.3
Influencer Poll 2 (May 04)	46.3	41.2	38.5
Influencer Poll 3 (Nov 04)	37.4	44.6	45.1
Influencer Poll 4 (Jun 05)	‡	48.4	51.3

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	41.4	42.4	43.3
Influencer Poll 2 (May 04)	48.3	39.3	45.0
Influencer Poll 3 (Nov 04)	47.7	37.8	41.5
Influencer Poll 4 (Jun 05)	48.7	47.6	46.8

<sup>17</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Full-Time Job

JAMRS

TABLE 3-6. Influencer Likelihood to Recommend Full-Time Job: 2003 – 2005<sup>18</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	64.3	50.9	43.5	29.2
Influencer Poll 2 (May 04)	64.6	53.3	39.9	26.9
Influencer Poll 3 (Nov 04)	50.7	53.4	40.8	28.6
Influencer Poll 4 (Jun 05)	63.4	55.8	48.1	31.3

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	45.3	32.5
Influencer Poll 2 (May 04)	‡	‡	44.0	28.5
Influencer Poll 3 (Nov 04)	‡	‡	44.3	32.3
Influencer Poll 4 (Jun 05)	‡	‡	51.7	38.3

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	47.2	42.2	25.8
Influencer Poll 2 (May 04)	66.7	51.4	37.4	25.6
Influencer Poll 3 (Nov 04)	53.3	52.0	39.0	26.2
Influencer Poll 4 (Jun 05)	62.6	53.5	45.4	24.4

<sup>18</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C).

‡Reporting standard not met (too few cases).



# Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-1. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005<sup>19</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	39.8	38.8	3.9	11.5	5.9
Influencer Poll 2 (May 04)	39.3	40.3	4.9	9.8	5.3
Influencer Poll 3 (Nov 04)	38.3	39.6	5.0	12.2	4.4
Influencer Poll 4 (Jun 05)	40.7	36.0	4.1	11.8	5.5

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	37.5	36.9	3.5	16.2	5.7
Influencer Poll 2 (May 04)	35.0	39.5	6.3	11.2	7.2
Influencer Poll 3 (Nov 04)	34.7	37.8	6.1	14.5	6.5
Influencer Poll 4 (Jun 05)	33.7	40.6	3.4	13.5	6.5

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	41.3	40.1	4.2	8.3	6.1
Influencer Poll 2 (May 04)	41.7	40.7	4.1	8.9	4.2
Influencer Poll 3 (Nov 04)	40.1	40.5	4.5	11.0	3.3
Influencer Poll 4 (Jun 05)	45.4	32.9	4.6	10.7	4.8

<sup>19</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-2. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005<sup>20</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	80.2	76.2
Influencer Poll 2 (May 04)	82.0	77.0
Influencer Poll 3 (Nov 04)	78.2	77.7
Influencer Poll 4 (Jun 05)	79.0	74.6

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	74.8	73.9
Influencer Poll 2 (May 04)	79.1	70.1
Influencer Poll 3 (Nov 04)	73.0	72.3
Influencer Poll 4 (Jun 05)	79.1	69.4

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	83.8	78.0
Influencer Poll 2 (May 04)	83.5	81.3
Influencer Poll 3 (Nov 04)	80.4	80.7
Influencer Poll 4 (Jun 05)	79.0	77.8

<sup>20</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-3. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005<sup>21</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	79.5	83.6
Influencer Poll 3 (Nov 04)	78.3	78.2
Influencer Poll 4 (Jun 05)	77.0	81.3

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	74.5	‡
Influencer Poll 3 (Nov 04)	72.1	‡
Influencer Poll 4 (Jun 05)	72.8	87.7

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	82.3	84.2
Influencer Poll 3 (Nov 04)	81.0	79.7
Influencer Poll 4 (Jun 05)	80.6	77.5

<sup>21</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-4. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005<sup>22</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		82.1	80.4	75.3	74.3
Influencer Poll 2 (May 04)		85.1	82.8	76.6	70.5
Influencer Poll 3 (Nov 04)		82.3	82.0	74.0	71.0
Influencer Poll 4 (Jun 05)		80.2	80.1	74.6	66.8

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		75.9	76.1	71.8	72.5
Influencer Poll 2 (May 04)		‡	78.2	68.4	65.3
Influencer Poll 3 (Nov 04)		79.1	78.9	68.3	62.1
Influencer Poll 4 (Jun 05)		79.7	77.5	72.7	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		87.4	82.8	77.4	75.8
Influencer Poll 2 (May 04)		84.6	84.9	81.7	74.6
Influencer Poll 3 (Nov 04)		83.8	83.4	76.8	76.3
Influencer Poll 4 (Jun 05)		80.4	81.5	75.9	70.3

<sup>22</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-5. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005<sup>23</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	74.5	80.4	78.8
Influencer Poll 2 (May 04)	72.7	83.1	79.5
Influencer Poll 3 (Nov 04)	76.6	78.9	77.8
Influencer Poll 4 (Jun 05)	71.3	77.4	78.1

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	74.1	75.2	73.6
Influencer Poll 2 (May 04)	68.5	79.1	73.1
Influencer Poll 3 (Nov 04)	73.3	74.9	70.1
Influencer Poll 4 (Jun 05)	‡	77.7	75.9

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	74.7	83.7	83.3
Influencer Poll 2 (May 04)	75.3	85.0	83.8
Influencer Poll 3 (Nov 04)	78.3	80.4	82.7
Influencer Poll 4 (Jun 05)	77.8	77.2	79.6

<sup>23</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend Part-Time Job

JAMRS

TABLE 4-6. Influencer Likelihood to Recommend Part-Time Job: 2003 – 2005<sup>24</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		80.4	81.3	80.2	74.7
Influencer Poll 2 (May 04)		85.1	82.4	78.2	77.1
Influencer Poll 3 (Nov 04)		80.9	83.2	78.9	73.6
Influencer Poll 4 (Jun 05)		80.7	74.6	77.5	73.5

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	79.6	71.3
Influencer Poll 2 (May 04)	‡	‡	74.9	67.9
Influencer Poll 3 (Nov 04)	‡	‡	72.7	66.5
Influencer Poll 4 (Jun 05)	‡	‡	75.8	72.2

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	85.6	80.6	78.1
Influencer Poll 2 (May 04)	83.7	83.8	80.3	84.8
Influencer Poll 3 (Nov 04)	83.6	82.9	82.1	78.3
Influencer Poll 4 (Jun 05)	78.9	79.9	78.8	74.8

<sup>24</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-1. Influencer Likelihood to Recommend 2-Year College: 2003 – 2005<sup>25</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	34.8	46.0	5.1	9.7	4.0
Influencer Poll 2 (May 04)	35.3	40.6	6.4	11.7	5.4
Influencer Poll 3 (Nov 04)	34.5	41.4	6.0	11.7	6.0
Influencer Poll 4 (Jun 05)	38.4	38.6	4.8	11.5	5.0

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	32.6	47.3	4.7	10.7	4.3
Influencer Poll 2 (May 04)	31.6	39.2	6.5	15.0	7.0
Influencer Poll 3 (Nov 04)	31.4	41.2	7.1	12.7	6.7
Influencer Poll 4 (Jun 05)	35.6	37.0	4.4	15.6	6.1

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	36.3	45.1	5.4	8.9	3.8
Influencer Poll 2 (May 04)	37.4	41.4	6.3	9.8	4.5
Influencer Poll 3 (Nov 04)	36.0	41.5	5.4	11.1	5.6
Influencer Poll 4 (Jun 05)	40.2	39.6	5.0	8.7	4.2

<sup>25</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-2. Influencer Likelihood to Recommend 2-Year College: 2003 – 2005<sup>26</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	76.9	86.2
Influencer Poll 2 (May 04)	69.3	83.2
Influencer Poll 3 (Nov 04)	68.1	81.8
Influencer Poll 4 (Jun 05)	68.6	84.6

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	76.2	84.7
Influencer Poll 2 (May 04)	60.9	80.1
Influencer Poll 3 (Nov 04)	60.5	80.3
Influencer Poll 4 (Jun 05)	62.8	82.5

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	77.4	87.3
Influencer Poll 2 (May 04)	73.4	85.1
Influencer Poll 3 (Nov 04)	71.4	82.6
Influencer Poll 4 (Jun 05)	72.7	85.9

<sup>26</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



## Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-3. Influencer Likelihood to Recommend 2-Year College: 2003 – 2005<sup>27</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	68.5	71.2
Influencer Poll 3 (Nov 04)	73.0	62.7
Influencer Poll 4 (Jun 05)	70.7	66.3

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	58.2	‡
Influencer Poll 3 (Nov 04)	65.8	‡
Influencer Poll 4 (Jun 05)	63.9	61.3

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	74.5	74.6
Influencer Poll 3 (Nov 04)	76.2	66.1
Influencer Poll 4 (Jun 05)	76.5	69.2

<sup>27</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-4. Influencer Likelihood to Recommend 2-Year College: 2003 – 2005<sup>28</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		85.7	85.7	75.3	71.6
Influencer Poll 2 (May 04)		84.2	84.2	66.7	62.1
Influencer Poll 3 (Nov 04)		86.7	79.4	69.4	65.9
Influencer Poll 4 (Jun 05)		85.8	80.9	66.3	67.8

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		83.7	84.9	77.3	69.6
Influencer Poll 2 (May 04)		‡	87.2	64.1	53.5
Influencer Poll 3 (Nov 04)		85.5	75.8	69.1	59.5
Influencer Poll 4 (Jun 05)		84.5	78.3	63.6	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		87.4	86.1	74.0	73.3
Influencer Poll 2 (May 04)		88.5	82.8	68.3	69.0
Influencer Poll 3 (Nov 04)		87.3	81.0	69.6	69.7
Influencer Poll 4 (Jun 05)		86.5	82.4	68.4	76.3

<sup>28</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-5. Influencer Likelihood to Recommend 2-Year College: 2003 – 2005<sup>29</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	81.6	78.5	83.6
Influencer Poll 2 (May 04)	81.1	75.7	72.5
Influencer Poll 3 (Nov 04)	80.2	73.7	75.4
Influencer Poll 4 (Jun 05)	86.1	73.3	76.6

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	77.8	80.2	80.8
Influencer Poll 2 (May 04)	81.5	70.3	64.1
Influencer Poll 3 (Nov 04)	75.6	69.1	73.5
Influencer Poll 4 (Jun 05)	‡	69.0	71.1

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	83.9	77.4	86.0
Influencer Poll 2 (May 04)	80.9	78.3	77.9
Influencer Poll 3 (Nov 04)	82.6	75.4	76.7
Influencer Poll 4 (Jun 05)	88.0	75.9	80.5

<sup>29</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend 2-Year College

JAMRS

TABLE 5-6. Influencer Likelihood to Recommend 2-Year College: 2003 – 2005<sup>30</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		95.1	86.5	81.3	70.2
Influencer Poll 2 (May 04)		84.0	82.4	77.4	65.1
Influencer Poll 3 (Nov 04)		87.4	81.4	78.6	62.0
Influencer Poll 4 (Jun 05)		89.6	85.0	76.8	61.6

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	80.6	72.6
Influencer Poll 2 (May 04)	‡	‡	75.4	60.6
Influencer Poll 3 (Nov 04)	‡	‡	76.1	59.6
Influencer Poll 4 (Jun 05)	‡	‡	73.6	54.1

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	85.6	81.7	67.7
Influencer Poll 2 (May 04)	88.4	82.7	78.5	68.9
Influencer Poll 3 (Nov 04)	86.8	82.1	79.8	63.5
Influencer Poll 4 (Jun 05)	89.1	82.6	79.2	68.9

<sup>30</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Army

JAMRS

TABLE 6-1. Influencer Likelihood to Recommend the Army: 2003 – 2005<sup>31</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.0	27.0	11.5	33.8	18.5
Influencer Poll 2 (May 04)	9.0	19.9	9.7	35.7	25.5
Influencer Poll 3 (Nov 04)	6.8	19.8	8.6	37.0	27.3
Influencer Poll 4 (Jun 05)	9.4	21.9	7.8	29.9	29.1

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	28.5	10.7	34.6	15.8
Influencer Poll 2 (May 04)	10.5	23.1	8.3	36.1	21.5
Influencer Poll 3 (Nov 04)	8.4	22.0	10.2	35.3	23.1
Influencer Poll 4 (Jun 05)	10.7	25.1	8.1	30.5	24.6

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	8.1	26.0	12.1	33.2	20.3
Influencer Poll 2 (May 04)	8.1	18.1	10.4	35.5	27.7
Influencer Poll 3 (Nov 04)	6.0	18.8	7.8	37.8	29.3
Influencer Poll 4 (Jun 05)	8.6	19.7	7.7	29.5	32.1

<sup>31</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Army

JAMRS

TABLE 6-2. Influencer Likelihood to Recommend the Army: 2003 – 2005<sup>32</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	28.7	46.2
Influencer Poll 2 (May 04)	19.7	38.8
Influencer Poll 3 (Nov 04)	15.3	35.3
Influencer Poll 4 (Jun 05)	19.7	42.0

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	31.4	48.2
Influencer Poll 2 (May 04)	20.0	46.3
Influencer Poll 3 (Nov 04)	18.0	38.4
Influencer Poll 4 (Jun 05)	24.1	47.6

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	26.9	44.7
Influencer Poll 2 (May 04)	19.5	34.1
Influencer Poll 3 (Nov 04)	14.1	33.6
Influencer Poll 4 (Jun 05)	16.5	38.5

<sup>32</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Army

JAMRS

TABLE 6-3. Influencer Likelihood to Recommend the Army: 2003 – 2005<sup>33</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	23.2	16.1
Influencer Poll 3 (Nov 04)	19.5	10.4
Influencer Poll 4 (Jun 05)	24.0	14.9

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	25.5	‡
Influencer Poll 3 (Nov 04)	22.5	‡
Influencer Poll 4 (Jun 05)	28.6	17.9

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	21.9	17.7
Influencer Poll 3 (Nov 04)	18.1	9.7
Influencer Poll 4 (Jun 05)	20.0	13.2

<sup>33</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Army

JAMRS

TABLE 6-4. Influencer Likelihood to Recommend the Army: 2003 – 2005<sup>34</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		48.1	33.0	30.7	32.0
Influencer Poll 2 (May 04)		35.0	30.4	23.4	25.1
Influencer Poll 3 (Nov 04)		33.0	24.7	27.1	22.3
Influencer Poll 4 (Jun 05)		37.9	29.6	25.4	29.4

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		50.4	37.7	30.0	33.3
Influencer Poll 2 (May 04)		‡	33.1	34.2	30.7
Influencer Poll 3 (Nov 04)		35.5	29.2	29.3	28.4
Influencer Poll 4 (Jun 05)		42.6	37.7	28.9	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		46.1	30.3	31.1	30.8
Influencer Poll 2 (May 04)		34.1	29.1	16.7	20.6
Influencer Poll 3 (Nov 04)		31.9	22.8	26.0	18.7
Influencer Poll 4 (Jun 05)		35.1	24.9	22.8	27.1

<sup>34</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



## Likelihood to Recommend the Army

JAMRS

TABLE 6-5. Influencer Likelihood to Recommend the Army: 2003 – 2005<sup>35</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	45.4	28.4	40.3
Influencer Poll 2 (May 04)	36.7	24.6	29.3
Influencer Poll 3 (Nov 04)	31.4	22.6	28.0
Influencer Poll 4 (Jun 05)	37.8	27.9	31.9

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	51.9	30.6	40.7
Influencer Poll 2 (May 04)	44.4	30.8	29.5
Influencer Poll 3 (Nov 04)	26.7	28.0	34.8
Influencer Poll 4 (Jun 05)	‡	34.2	33.8

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	41.4	26.9	40.0
Influencer Poll 2 (May 04)	32.0	21.7	29.2
Influencer Poll 3 (Nov 04)	33.7	20.7	23.6
Influencer Poll 4 (Jun 05)	32.5	24.1	30.6

<sup>35</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Army

JAMRS

TABLE 6-6. Influencer Likelihood to Recommend the Army: 2003 – 2005<sup>36</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		47.6	44.6	33.6	26.9
Influencer Poll 2 (May 04)		33.1	39.8	26.7	22.9
Influencer Poll 3 (Nov 04)		30.2	32.7	27.7	18.5
Influencer Poll 4 (Jun 05)		37.1	37.5	30.9	25.7

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	36.3	30.6
Influencer Poll 2 (May 04)	‡	‡	30.3	30.7
Influencer Poll 3 (Nov 04)	‡	‡	33.5	23.6
Influencer Poll 4 (Jun 05)	‡	‡	34.3	29.3

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	40.0	31.6	23.2
Influencer Poll 2 (May 04)	31.0	36.3	24.6	16.5
Influencer Poll 3 (Nov 04)	29.6	31.0	24.8	15.2
Influencer Poll 4 (Jun 05)	33.3	31.3	28.3	22.2

<sup>36</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Navy

JAMRS

TABLE 7-1. Influencer Likelihood to Recommend the Navy: 2003 – 2005<sup>37</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	11.0	29.0	11.7	30.8	17.4
Influencer Poll 2 (May 04)	10.1	21.6	10.2	34.9	22.9
Influencer Poll 3 (Nov 04)	8.3	22.1	8.7	35.5	25.1
Influencer Poll 4 (Jun 05)	11.8	24.0	9.0	28.6	24.2

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.1	32.0	11.1	29.3	15.2
Influencer Poll 2 (May 04)	12.1	24.9	9.0	34.5	18.8
Influencer Poll 3 (Nov 04)	11.0	24.9	9.8	31.2	22.4
Influencer Poll 4 (Jun 05)	15.4	26.3	8.9	28.9	19.0

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	26.8	12.1	31.8	19.0
Influencer Poll 2 (May 04)	8.9	19.8	10.9	35.0	25.2
Influencer Poll 3 (Nov 04)	7.0	20.7	8.1	37.6	26.5
Influencer Poll 4 (Jun 05)	9.4	22.5	9.0	28.4	27.7

<sup>37</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Navy

JAMRS

TABLE 7-2. Influencer Likelihood to Recommend the Navy: 2003 – 2005<sup>38</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	31.5	51.7
Influencer Poll 2 (May 04)	23.0	41.0
Influencer Poll 3 (Nov 04)	19.3	38.8
Influencer Poll 4 (Jun 05)	24.6	46.1

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	35.5	55.4
Influencer Poll 2 (May 04)	26.5	46.8
Influencer Poll 3 (Nov 04)	22.5	44.5
Influencer Poll 4 (Jun 05)	32.0	51.6

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	28.8	49.0
Influencer Poll 2 (May 04)	21.3	37.4
Influencer Poll 3 (Nov 04)	17.9	35.7
Influencer Poll 4 (Jun 05)	19.3	42.7

<sup>38</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Navy

JAMRS

TABLE 7-3. Influencer Likelihood to Recommend the Navy: 2003 – 2005<sup>39</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.8	18.1
Influencer Poll 3 (Nov 04)	25.3	12.3
Influencer Poll 4 (Jun 05)	30.0	18.8

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	36.4	‡
Influencer Poll 3 (Nov 04)	29.7	‡
Influencer Poll 4 (Jun 05)	36.7	25.5

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	24.5	19.6
Influencer Poll 3 (Nov 04)	23.4	11.9
Influencer Poll 4 (Jun 05)	24.1	14.8

<sup>39</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Navy

JAMRS

TABLE 7-4. Influencer Likelihood to Recommend the Navy: 2003 – 2005<sup>40</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		50.0	37.4	35.9	36.0
Influencer Poll 2 (May 04)		36.0	35.2	26.4	26.4
Influencer Poll 3 (Nov 04)		37.2	30.3	29.2	24.2
Influencer Poll 4 (Jun 05)		41.5	35.3	32.3	30.8

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		53.9	43.4	35.5	41.2
Influencer Poll 2 (May 04)		‡	42.9	35.9	30.7
Influencer Poll 3 (Nov 04)		40.0	36.0	37.4	30.2
Influencer Poll 4 (Jun 05)		47.3	45.7	38.0	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		46.7	33.9	36.2	31.7
Influencer Poll 2 (May 04)		35.6	31.6	20.4	23.0
Influencer Poll 3 (Nov 04)		35.8	27.9	25.2	20.7
Influencer Poll 4 (Jun 05)		38.0	29.2	27.8	28.8

<sup>40</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Navy

JAMRS

TABLE 7-5. Influencer Likelihood to Recommend the Navy: 2003 – 2005<sup>41</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	44.7	34.2	44.8
Influencer Poll 2 (May 04)	37.8	26.9	34.1
Influencer Poll 3 (Nov 04)	32.1	25.7	34.8
Influencer Poll 4 (Jun 05)	42.6	30.1	38.3

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	50.9	38.7	46.7
Influencer Poll 2 (May 04)	45.4	31.9	37.2
Influencer Poll 3 (Nov 04)	29.8	30.3	44.6
Influencer Poll 4 (Jun 05)	‡	39.7	39.9

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	40.8	31.2	43.3
Influencer Poll 2 (May 04)	33.1	24.5	32.1
Influencer Poll 3 (Nov 04)	33.3	24.0	28.4
Influencer Poll 4 (Jun 05)	35.9	24.4	37.2

<sup>41</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Navy

JAMRS

TABLE 7-6. Influencer Likelihood to Recommend the Navy: 2003 – 2005<sup>42</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		53.1	44.6	39.4	30.1
Influencer Poll 2 (May 04)		30.9	40.6	31.0	26.2
Influencer Poll 3 (Nov 04)		34.0	35.7	30.6	24.2
Influencer Poll 4 (Jun 05)		41.1	44.2	34.9	29.9

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	42.8	35.7
Influencer Poll 2 (May 04)	‡	‡	38.3	32.1
Influencer Poll 3 (Nov 04)	‡	‡	38.1	29.2
Influencer Poll 4 (Jun 05)	‡	‡	41.0	35.3

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	40.6	36.9	24.5
Influencer Poll 2 (May 04)	28.7	38.0	26.6	21.3
Influencer Poll 3 (Nov 04)	32.2	32.9	26.8	20.9
Influencer Poll 4 (Jun 05)	38.1	36.1	30.4	24.4

<sup>42</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



# Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-1. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005<sup>43</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	23.9	11.7	33.8	20.3
Influencer Poll 2 (May 04)	8.3	18.5	9.8	35.9	27.1
Influencer Poll 3 (Nov 04)	7.1	17.9	8.5	36.7	29.5
Influencer Poll 4 (Jun 05)	11.7	18.1	7.5	31.4	29.3

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.7	25.4	11.5	32.8	19.5
Influencer Poll 2 (May 04)	9.4	20.9	7.8	37.4	23.8
Influencer Poll 3 (Nov 04)	8.0	19.8	9.2	34.9	27.3
Influencer Poll 4 (Jun 05)	14.5	20.2	7.5	31.1	25.3

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.9	22.9	11.8	34.4	20.9
Influencer Poll 2 (May 04)	7.7	17.1	10.8	35.0	28.9
Influencer Poll 3 (Nov 04)	6.7	17.0	8.1	37.6	30.6
Influencer Poll 4 (Jun 05)	9.9	16.8	7.5	31.6	32.0

<sup>43</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-2. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005<sup>44</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	26.9	44.3
Influencer Poll 2 (May 04)	17.7	36.7
Influencer Poll 3 (Nov 04)	15.3	32.4
Influencer Poll 4 (Jun 05)	18.5	40.3

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	28.3	46.4
Influencer Poll 2 (May 04)	17.7	42.0
Influencer Poll 3 (Nov 04)	16.5	35.2
Influencer Poll 4 (Jun 05)	23.3	46.0

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	26.0	42.7
Influencer Poll 2 (May 04)	17.7	33.3
Influencer Poll 3 (Nov 04)	14.7	31.0
Influencer Poll 4 (Jun 05)	15.1	36.8

<sup>44</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-3. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005<sup>45</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.9	14.4
Influencer Poll 3 (Nov 04)	19.5	10.4
Influencer Poll 4 (Jun 05)	22.4	14.2

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	23.6	‡
Influencer Poll 3 (Nov 04)	23.4	‡
Influencer Poll 4 (Jun 05)	26.5	18.9

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	19.3	16.7
Influencer Poll 3 (Nov 04)	17.7	11.5
Influencer Poll 4 (Jun 05)	18.8	11.5

<sup>45</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-4. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005<sup>46</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		45.5	31.9	28.9	29.7
Influencer Poll 2 (May 04)		30.7	27.0	24.8	23.8
Influencer Poll 3 (Nov 04)		31.9	24.7	24.1	19.1
Influencer Poll 4 (Jun 05)		34.9	27.8	26.2	29.0

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		49.6	33.3	28.2	30.4
Influencer Poll 2 (May 04)		‡	29.3	30.8	30.7
Influencer Poll 3 (Nov 04)		30.9	27.3	26.0	27.6
Influencer Poll 4 (Jun 05)		39.9	34.8	31.4	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		41.9	31.0	29.4	29.2
Influencer Poll 2 (May 04)		30.8	26.0	21.0	18.3
Influencer Poll 3 (Nov 04)		32.3	23.6	23.2	14.1
Influencer Poll 4 (Jun 05)		31.8	23.6	22.2	27.1

<sup>46</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-5. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005<sup>47</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	42.2	28.4	36.8
Influencer Poll 2 (May 04)	34.3	23.0	26.8
Influencer Poll 3 (Nov 04)	28.3	22.3	25.9
Influencer Poll 4 (Jun 05)	38.3	24.6	31.4

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	45.4	30.6	37.4
Influencer Poll 2 (May 04)	39.8	26.9	27.6
Influencer Poll 3 (Nov 04)	22.9	26.3	32.4
Influencer Poll 4 (Jun 05)	‡	30.4	34.2

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	40.2	26.9	36.3
Influencer Poll 2 (May 04)	30.9	21.2	26.3
Influencer Poll 3 (Nov 04)	31.0	20.9	21.7
Influencer Poll 4 (Jun 05)	33.3	21.2	29.4

<sup>47</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Marine Corps

JAMRS

TABLE 8-6. Influencer Likelihood to Recommend the Marine Corps: 2003 – 2005<sup>48</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		42.7	41.2	32.3	26.3
Influencer Poll 2 (May 04)		28.6	37.7	23.5	21.9
Influencer Poll 3 (Nov 04)		28.8	31.6	24.7	18.8
Influencer Poll 4 (Jun 05)		34.2	37.1	26.8	27.2

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	32.8	29.9
Influencer Poll 2 (May 04)	‡	‡	25.7	30.7
Influencer Poll 3 (Nov 04)	‡	‡	28.4	24.2
Influencer Poll 4 (Jun 05)	‡	‡	29.8	31.6

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	37.2	31.9	22.6
Influencer Poll 2 (May 04)	26.4	36.9	22.1	14.6
Influencer Poll 3 (Nov 04)	30.3	30.2	22.8	15.2
Influencer Poll 4 (Jun 05)	29.3	31.9	24.6	23.0

<sup>48</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Air Force

JAMRS

TABLE 9-1. Influencer Likelihood to Recommend the Air Force: 2003 – 2005<sup>49</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	13.8	29.4	10.7	29.2	16.6
Influencer Poll 2 (May 04)	12.2	24.1	9.7	31.5	22.3
Influencer Poll 3 (Nov 04)	10.1	22.9	8.7	34.2	23.6
Influencer Poll 4 (Jun 05)	15.4	23.5	8.1	27.8	23.3

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	15.8	33.2	10.4	26.4	14.1
Influencer Poll 2 (May 04)	16.1	26.9	8.1	31.4	17.0
Influencer Poll 3 (Nov 04)	13.5	26.5	10.0	29.8	19.4
Influencer Poll 4 (Jun 05)	19.8	26.3	9.1	25.7	17.8

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.3	26.7	11.0	31.2	18.4
Influencer Poll 2 (May 04)	10.1	22.5	10.6	31.6	25.2
Influencer Poll 3 (Nov 04)	8.5	21.1	8.0	36.4	25.6
Influencer Poll 4 (Jun 05)	12.4	21.5	7.4	29.2	26.9

<sup>49</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Air Force

**TABLE 9-2** Influencer Likelihood to Recommend the Air Force: 2003 – 2005<sup>50</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	36.3	52.7
Influencer Poll 2 (May 04)	28.1	45.2
Influencer Poll 3 (Nov 04)	22.8	40.8
Influencer Poll 4 (Jun 05)	28.8	48.1

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	42.1	58.1
Influencer Poll 2 (May 04)	30.7	54.5
Influencer Poll 3 (Nov 04)	27.5	48.1
Influencer Poll 4 (Jun 05)	36.4	56.0

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	32.4	48.7
Influencer Poll 2 (May 04)	26.8	39.3
Influencer Poll 3 (Nov 04)	20.8	36.9
Influencer Poll 4 (Jun 05)	23.3	43.2

<sup>50</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



## Likelihood to Recommend the Air Force

JAMRS

TABLE 9-3. Influencer Likelihood to Recommend the Air Force: 2003 – 2005<sup>51</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.1	25.1
Influencer Poll 3 (Nov 04)	29.0	15.8
Influencer Poll 4 (Jun 05)	34.4	22.6

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.2	‡
Influencer Poll 3 (Nov 04)	32.4	‡
Influencer Poll 4 (Jun 05)	41.5	29.2

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	27.1	26.8
Influencer Poll 3 (Nov 04)	27.4	13.7
Influencer Poll 4 (Jun 05)	28.2	18.7

<sup>51</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Air Force

JAMRS

TABLE 9-4. Influencer Likelihood to Recommend the Air Force: 2003 – 2005<sup>52</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		52.3	43.4	38.0	36.5
Influencer Poll 2 (May 04)		36.3	42.8	31.0	31.3
Influencer Poll 3 (Nov 04)		39.8	33.7	31.4	26.4
Influencer Poll 4 (Jun 05)		43.3	41.2	34.8	31.8

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		58.9	52.8	40.9	38.2
Influencer Poll 2 (May 04)		‡	48.9	44.4	37.6
Influencer Poll 3 (Nov 04)		42.7	44.7	37.4	33.6
Influencer Poll 4 (Jun 05)		52.0	52.9	41.3	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		46.7	38.0	36.2	35.0
Influencer Poll 2 (May 04)		35.1	40.0	22.6	26.2
Influencer Poll 3 (Nov 04)		38.4	29.0	28.4	22.2
Influencer Poll 4 (Jun 05)		38.0	34.3	29.7	29.7

<sup>52</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Air Force

JAMRS

TABLE 9-5. Influencer Likelihood to Recommend the Air Force: 2003 – 2005<sup>53</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	50.0	38.0	45.6
Influencer Poll 2 (May 04)	41.3	32.3	38.4
Influencer Poll 3 (Nov 04)	33.4	28.3	38.7
Influencer Poll 4 (Jun 05)	43.1	35.2	40.5

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	56.5	45.0	49.5
Influencer Poll 2 (May 04)	51.9	37.4	43.6
Influencer Poll 3 (Nov 04)	30.5	37.1	48.5
Influencer Poll 4 (Jun 05)	‡	44.6	44.3

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	46.0	33.5	42.3
Influencer Poll 2 (May 04)	34.8	30.0	35.0
Influencer Poll 3 (Nov 04)	34.9	25.1	32.3
Influencer Poll 4 (Jun 05)	34.2	29.6	37.8

<sup>53</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Air Force

TABLE 9-6. Influencer Likelihood to Recommend the Air Force: 2003 – 2005<sup>54</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		48.3	47.9	44.8	34.3
Influencer Poll 2 (May 04)		34.9	46.7	35.8	30.6
Influencer Poll 3 (Nov 04)		36.3	37.5	34.9	25.9
Influencer Poll 4 (Jun 05)		41.1	46.7	39.5	34.0

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	49.8	40.1
Influencer Poll 2 (May 04)	‡	‡	42.3	39.4
Influencer Poll 3 (Nov 04)	‡	‡	44.3	32.9
Influencer Poll 4 (Jun 05)	‡	‡	47.8	37.6

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	41.1	41.1	28.4
Influencer Poll 2 (May 04)	31.0	44.7	31.8	23.2
Influencer Poll 3 (Nov 04)	32.9	34.9	30.2	21.3
Influencer Poll 4 (Jun 05)	37.4	36.8	33.3	30.4

<sup>54</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-1. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005<sup>55</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.0	27.0	11.4	34.2	16.9
Influencer Poll 2 (May 04)	8.5	23.1	11.0	35.3	21.6
Influencer Poll 3 (Nov 04)	7.7	22.4	9.0	36.7	23.7
Influencer Poll 4 (Jun 05)	10.5	23.8	8.5	30.8	23.6

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.5	32.2	11.3	31.4	14.1
Influencer Poll 2 (May 04)	11.4	25.6	9.6	36.1	16.8
Influencer Poll 3 (Nov 04)	10.6	27.5	9.0	31.6	20.4
Influencer Poll 4 (Jun 05)	12.9	26.7	9.9	29.9	18.4

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	9.6	23.4	11.4	36.2	18.8
Influencer Poll 2 (May 04)	6.8	21.7	11.7	34.8	24.2
Influencer Poll 3 (Nov 04)	6.3	19.9	9.0	39.2	25.2
Influencer Poll 4 (Jun 05)	9.0	21.8	7.5	31.4	27.1

<sup>55</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-2. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005<sup>56</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	30.5	46.2
Influencer Poll 2 (May 04)	23.3	40.5
Influencer Poll 3 (Nov 04)	19.0	38.5
Influencer Poll 4 (Jun 05)	23.5	44.3

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	35.5	52.3
Influencer Poll 2 (May 04)	25.1	48.1
Influencer Poll 3 (Nov 04)	24.5	46.8
Influencer Poll 4 (Jun 05)	29.2	50.0

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	27.2	41.7
Influencer Poll 2 (May 04)	22.5	35.8
Influencer Poll 3 (Nov 04)	16.6	34.1
Influencer Poll 4 (Jun 05)	19.3	40.7

<sup>56</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Coast Guard

**TABLE 10-3. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005<sup>57</sup>**

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.8	17.7
Influencer Poll 3 (Nov 04)	25.9	11.1
Influencer Poll 4 (Jun 05)	27.8	18.8

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	32.7	‡
Influencer Poll 3 (Nov 04)	33.3	‡
Influencer Poll 4 (Jun 05)	33.3	23.6

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	26.6	19.6
Influencer Poll 3 (Nov 04)	22.6	10.1
Influencer Poll 4 (Jun 05)	22.9	15.9

<sup>57</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-4. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005<sup>58</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		47.1	34.2	33.8	32.9
Influencer Poll 2 (May 04)		35.3	35.2	26.4	26.9
Influencer Poll 3 (Nov 04)		34.5	31.1	28.4	25.5
Influencer Poll 4 (Jun 05)		38.9	35.6	29.0	30.8

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		52.5	42.1	35.5	38.2
Influencer Poll 2 (May 04)		‡	39.8	35.9	33.7
Influencer Poll 3 (Nov 04)		40.9	41.0	34.1	35.3
Influencer Poll 4 (Jun 05)		48.6	44.9	33.1	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		42.5	29.6	32.8	28.3
Influencer Poll 2 (May 04)		34.1	33.0	20.4	21.4
Influencer Poll 3 (Nov 04)		31.4	26.8	25.6	19.7
Influencer Poll 4 (Jun 05)		33.1	30.0	25.9	33.9

<sup>58</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



## Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-5. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005<sup>59</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	38.7	33.8	40.6
Influencer Poll 2 (May 04)	36.7	29.3	31.1
Influencer Poll 3 (Nov 04)	35.2	24.8	32.9
Influencer Poll 4 (Jun 05)	41.1	28.5	36.9

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	44.4	39.2	46.2
Influencer Poll 2 (May 04)	44.4	35.2	34.0
Influencer Poll 3 (Nov 04)	35.1	32.0	45.1
Influencer Poll 4 (Jun 05)	‡	33.7	39.0

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	35.1	30.4	35.8
Influencer Poll 2 (May 04)	32.0	26.6	29.2
Influencer Poll 3 (Nov 04)	35.3	22.1	24.9
Influencer Poll 4 (Jun 05)	31.6	25.4	35.4

<sup>59</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Coast Guard

JAMRS

TABLE 10-6. Influencer Likelihood to Recommend the Coast Guard: 2003 – 2005<sup>60</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		47.6	39.3	37.3	31.1
Influencer Poll 2 (May 04)		32.0	39.3	29.5	28.6
Influencer Poll 3 (Nov 04)		33.0	36.9	30.7	23.2
Influencer Poll 4 (Jun 05)		36.6	41.7	34.0	28.0

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	43.3	36.9
Influencer Poll 2 (May 04)	‡	‡	33.7	35.8
Influencer Poll 3 (Nov 04)	‡	‡	38.1	31.7
Influencer Poll 4 (Jun 05)	‡	‡	37.1	31.6

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	35.0	32.7	25.2
Influencer Poll 2 (May 04)	27.9	37.4	27.0	22.6
Influencer Poll 3 (Nov 04)	29.6	32.1	27.1	17.6
Influencer Poll 4 (Jun 05)	33.3	31.9	31.7	24.4

<sup>60</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Reserves

JAMRS

TABLE 11-1. Influencer Likelihood to Recommend the Reserves: 2003 – 2005<sup>61</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	11.5	34.0	11.3	27.3	15.5
Influencer Poll 2 (May 04)	10.0	25.9	10.7	32.5	20.5
Influencer Poll 3 (Nov 04)	7.7	25.0	9.2	35.6	22.2
Influencer Poll 4 (Jun 05)	10.1	26.5	9.3	30.7	21.4

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.7	36.5	10.9	28.7	13.1
Influencer Poll 2 (May 04)	11.7	28.5	9.6	32.7	16.8
Influencer Poll 3 (Nov 04)	9.6	26.5	9.4	34.9	19.2
Influencer Poll 4 (Jun 05)	10.3	30.5	10.7	30.7	16.2

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	12.1	32.2	11.5	26.3	17.2
Influencer Poll 2 (May 04)	9.1	24.5	11.3	32.4	22.5
Influencer Poll 3 (Nov 04)	6.8	24.3	9.0	36.0	23.7
Influencer Poll 4 (Jun 05)	9.9	23.8	8.3	30.8	24.8

<sup>61</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the Reserves

TABLE 11-2. Influencer Likelihood to Recommend the Reserves: 2003 – 2005<sup>62</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	36.7	57.9
Influencer Poll 2 (May 04)	27.3	45.2
Influencer Poll 3 (Nov 04)	21.8	41.0
Influencer Poll 4 (Jun 05)	26.8	45.5

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	36.6	61.3
Influencer Poll 2 (May 04)	29.8	49.8
Influencer Poll 3 (Nov 04)	24.5	43.5
Influencer Poll 4 (Jun 05)	30.8	50.8

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	36.8	55.3
Influencer Poll 2 (May 04)	26.1	42.3
Influencer Poll 3 (Nov 04)	20.6	39.7
Influencer Poll 4 (Jun 05)	23.9	42.2

<sup>62</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Reserves

JAMRS

TABLE 11-3. Influencer Likelihood to Recommend the Reserves: 2003 – 2005<sup>63</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.5	21.7
Influencer Poll 3 (Nov 04)	28.1	14.6
Influencer Poll 4 (Jun 05)	32.2	20.8

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	34.5	‡
Influencer Poll 3 (Nov 04)	32.4	‡
Influencer Poll 4 (Jun 05)	37.4	21.7

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	29.7	22.0
Influencer Poll 3 (Nov 04)	26.2	14.5
Influencer Poll 4 (Jun 05)	27.6	20.3

<sup>63</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Reserves

JAMRS

TABLE 11-4. Influencer Likelihood to Recommend the Reserves: 2003 – 2005<sup>64</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		55.8	43.6	43.6	37.4
Influencer Poll 2 (May 04)		40.6	37.6	32.7	30.8
Influencer Poll 3 (Nov 04)		41.3	32.6	30.3	26.4
Influencer Poll 4 (Jun 05)		45.5	33.4	33.0	30.4

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		57.4	48.4	44.5	34.3
Influencer Poll 2 (May 04)		‡	41.4	40.2	35.6
Influencer Poll 3 (Nov 04)		42.7	38.5	32.5	30.2
Influencer Poll 4 (Jun 05)		52.0	40.6	37.2	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		54.5	40.9	42.9	40.0
Influencer Poll 2 (May 04)		39.4	35.8	28.0	27.0
Influencer Poll 3 (Nov 04)		40.6	30.0	29.2	24.2
Influencer Poll 4 (Jun 05)		41.6	29.2	29.7	31.4

<sup>64</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Reserves

JAMRS

TABLE 11-5. Influencer Likelihood to Recommend the Reserves: 2003 – 2005<sup>65</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	53.5	39.8	48.1
Influencer Poll 2 (May 04)	43.4	33.0	34.6
Influencer Poll 3 (Nov 04)	37.8	26.6	36.6
Influencer Poll 4 (Jun 05)	46.4	31.8	37.1

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	60.2	41.9	46.2
Influencer Poll 2 (May 04)	50.9	39.6	33.3
Influencer Poll 3 (Nov 04)	34.4	30.9	41.7
Influencer Poll 4 (Jun 05)	‡	37.0	37.7

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	49.4	38.4	49.8
Influencer Poll 2 (May 04)	38.8	30.0	35.4
Influencer Poll 3 (Nov 04)	39.5	25.1	33.2
Influencer Poll 4 (Jun 05)	38.5	28.7	36.6

<sup>65</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the Reserves

JAMRS

TABLE 11-6. Influencer Likelihood to Recommend the Reserves: 2003 – 2005<sup>66</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		55.2	51.3	46.1	35.9
Influencer Poll 2 (May 04)		35.4	48.4	35.1	28.9
Influencer Poll 3 (Nov 04)		41.4	38.9	32.8	24.7
Influencer Poll 4 (Jun 05)		43.1	45.0	37.8	28.0

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	45.8	40.1
Influencer Poll 2 (May 04)	‡	‡	37.7	37.2
Influencer Poll 3 (Nov 04)	‡	‡	36.9	28.6
Influencer Poll 4 (Jun 05)	‡	‡	39.3	33.8

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	47.8	46.4	31.6
Influencer Poll 2 (May 04)	32.6	46.9	33.6	22.0
Influencer Poll 3 (Nov 04)	38.2	37.7	30.8	22.1
Influencer Poll 4 (Jun 05)	40.1	37.5	36.7	22.2

<sup>66</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).



# Likelihood to Recommend the National Guard

JAMRS

TABLE 12-1. Influencer Likelihood to Recommend the National Guard: 2003 – 2005<sup>67</sup>

Male and Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.4	32.2	12.1	28.6	16.5
Influencer Poll 2 (May 04)	9.0	24.1	11.8	33.7	21.0
Influencer Poll 3 (Nov 04)	7.4	24.2	10.0	36.3	21.6
Influencer Poll 4 (Jun 05)	9.5	24.6	9.6	31.0	22.7

Male		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.7	35.9	11.9	27.9	13.3
Influencer Poll 2 (May 04)	10.5	27.1	9.9	34.5	17.3
Influencer Poll 3 (Nov 04)	8.6	25.7	10.4	35.1	19.8
Influencer Poll 4 (Jun 05)	10.5	26.5	10.7	32.3	18.4

Female		Percent (%)			
Wave	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Influencer Poll 1 (Aug 03)	10.2	29.7	12.2	29.0	18.7
Influencer Poll 2 (May 04)	8.2	22.4	12.9	33.2	23.1
Influencer Poll 3 (Nov 04)	6.9	23.5	9.8	36.9	22.5
Influencer Poll 4 (Jun 05)	8.9	23.4	8.9	30.1	25.6

<sup>67</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the National Guard

JAMRS

TABLE 12-2. Influencer Likelihood to Recommend the National Guard: 2003 – 2005<sup>68</sup>

Male and Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	34.8	53.6
Influencer Poll 2 (May 04)	25.2	41.7
Influencer Poll 3 (Nov 04)	20.3	40.3
Influencer Poll 4 (Jun 05)	24.6	42.9

Male (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	38.6	57.2
Influencer Poll 2 (May 04)	26.5	48.1
Influencer Poll 3 (Nov 04)	22.5	41.9
Influencer Poll 4 (Jun 05)	26.5	47.6

Female (very likely and likely)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	32.2	51.0
Influencer Poll 2 (May 04)	24.5	37.7
Influencer Poll 3 (Nov 04)	19.4	39.5
Influencer Poll 4 (Jun 05)	23.3	40.0

<sup>68</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

## Likelihood to Recommend the National Guard

JAMRS

TABLE 12-3. Influencer Likelihood to Recommend the National Guard: 2003 – 2005<sup>69</sup>

Male and Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	28.1	21.4
Influencer Poll 3 (Nov 04)	25.9	13.9
Influencer Poll 4 (Jun 05)	30.0	18.8

Male (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	31.8	‡
Influencer Poll 3 (Nov 04)	27.9	‡
Influencer Poll 4 (Jun 05)	31.3	19.8

Female (very likely and likely)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	26.0	23.4
Influencer Poll 3 (Nov 04)	25.0	13.2
Influencer Poll 4 (Jun 05)	28.8	18.1

<sup>69</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the National Guard

JAMRS

TABLE 12-4. Influencer Likelihood to Recommend the National Guard: 2003 – 2005<sup>70</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		54.2	40.0	38.3	37.4
Influencer Poll 2 (May 04)		38.0	36.8	28.1	26.4
Influencer Poll 3 (Nov 04)		39.5	33.1	28.7	24.2
Influencer Poll 4 (Jun 05)		40.7	34.0	29.0	29.4

Male <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		59.6	47.2	39.1	36.3
Influencer Poll 2 (May 04)		‡	42.9	36.8	28.7
Influencer Poll 3 (Nov 04)		41.8	38.5	28.5	27.6
Influencer Poll 4 (Jun 05)		48.0	37.0	31.4	‡

Female <i>(very likely and likely)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		49.7	35.8	37.9	38.3
Influencer Poll 2 (May 04)		36.5	34.0	22.6	24.6
Influencer Poll 3 (Nov 04)		38.4	30.8	28.8	22.2
Influencer Poll 4 (Jun 05)		36.3	32.2	27.2	30.5

<sup>70</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the National Guard

JAMRS

TABLE 12-5. Influencer Likelihood to Recommend the National Guard: 2003 – 2005<sup>71</sup>

Male and Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	47.5	37.7	46.3
Influencer Poll 2 (May 04)	39.9	30.8	31.6
Influencer Poll 3 (Nov 04)	35.5	26.3	35.6
Influencer Poll 4 (Jun 05)	41.6	29.9	35.1

Male (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	55.6	41.4	47.8
Influencer Poll 2 (May 04)	50.0	34.6	32.7
Influencer Poll 3 (Nov 04)	32.1	31.4	38.2
Influencer Poll 4 (Jun 05)	‡	31.0	36.8

Female (very likely and likely)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	42.5	35.2	45.1
Influencer Poll 2 (May 04)	33.7	28.9	30.8
Influencer Poll 3 (Nov 04)	37.2	24.4	33.9
Influencer Poll 4 (Jun 05)	35.0	29.3	33.9

<sup>71</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADV2C2).

‡Reporting standard not met (too few cases).

# Likelihood to Recommend the National Guard

JAMRS

TABLE 12-6. Influencer Likelihood to Recommend the National Guard: 2003 – 2005<sup>72</sup>

Male and Female <i>(very likely and likely)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		55.9	43.4	43.1	34.6
Influencer Poll 2 (May 04)		32.6	43.4	32.5	25.6
Influencer Poll 3 (Nov 04)		40.0	37.2	31.7	23.7
Influencer Poll 4 (Jun 05)		38.6	40.4	36.6	26.1

Male <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	44.1	39.5
Influencer Poll 2 (May 04)	‡	‡	34.9	31.4
Influencer Poll 3 (Nov 04)	‡	‡	35.8	24.8
Influencer Poll 4 (Jun 05)	‡	‡	39.3	27.8

Female <i>(very likely and likely)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	38.9	41.8	29.7
Influencer Poll 2 (May 04)	27.9	39.7	31.1	20.7
Influencer Poll 3 (Nov 04)	34.9	36.1	29.6	23.0
Influencer Poll 4 (Jun 05)	36.1	35.4	34.6	24.4

<sup>72</sup> Beginning with Influencer Poll 2 in May 2004, Parents were asked specifically about Likelihood to Recommend options to their child instead of 'a youth'

Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: ADV2 / ADVC2).

‡Reporting standard not met (too few cases).

# U.S. Military Favorability

JAMRS

TABLE 13-1. Influencer U.S. Military favorability: 2003 – 2005<sup>73</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.8
Influencer Poll 3 (Nov 04)	7.5
Influencer Poll 4 (Jun 05)	7.6

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.9
Influencer Poll 3 (Nov 04)	7.7
Influencer Poll 4 (Jun 05)	7.9

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.1
Influencer Poll 2 (May 04)	7.7
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.4

<sup>73</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV1).

‡Reporting standard not met (too few cases).

# U.S. Military Favorability

JAMRS

TABLE 13-2. Influencer U.S. Military favorability: 2003 – 2005<sup>74</sup>

Male and Female (mean)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.1	8.0
Influencer Poll 2 (May 04)	8.0	7.6
Influencer Poll 3 (Nov 04)	7.6	7.4
Influencer Poll 4 (Jun 05)	7.5	7.7

Male (mean)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.1	8.1
Influencer Poll 2 (May 04)	8.0	7.8
Influencer Poll 3 (Nov 04)	7.7	7.6
Influencer Poll 4 (Jun 05)	7.7	8.0

Female (mean)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.1	8.0
Influencer Poll 2 (May 04)	7.9	7.4
Influencer Poll 3 (Nov 04)	7.6	7.3
Influencer Poll 4 (Jun 05)	7.4	7.5

<sup>74</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV1).

‡Reporting standard not met (too few cases).



# U.S. Military Favorability

JAMRS

TABLE 13-3. Influencer U.S. Military favorability: 2003 – 2005<sup>75</sup>

Male and Female (mean)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	8.0
Influencer Poll 3 (Nov 04)	7.7	7.5
Influencer Poll 4 (Jun 05)	7.5	7.5

Male (mean)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	‡
Influencer Poll 3 (Nov 04)	7.7	‡
Influencer Poll 4 (Jun 05)	7.6	7.9

Female (mean)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	8.1
Influencer Poll 3 (Nov 04)	7.7	7.5
Influencer Poll 4 (Jun 05)	7.4	7.3

<sup>75</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# U.S. Military Favorability

JAMRS

TABLE 13-4. Influencer U.S. Military favorability: 2003 – 2005<sup>76</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.4	8.0	7.8	8.0
Influencer Poll 2 (May 04)	7.8	7.9	7.9	7.4
Influencer Poll 3 (Nov 04)	7.9	7.6	7.3	7.0
Influencer Poll 4 (Jun 05)	7.7	7.8	7.4	7.5

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.4	8.0	8.0	7.8
Influencer Poll 2 (May 04)	‡	7.9	8.2	7.5
Influencer Poll 3 (Nov 04)	8.0	7.7	7.4	7.5
Influencer Poll 4 (Jun 05)	8.0	7.8	7.7	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.5	8.0	7.7	8.2
Influencer Poll 2 (May 04)	7.7	7.8	7.8	7.2
Influencer Poll 3 (Nov 04)	7.9	7.6	7.3	6.7
Influencer Poll 4 (Jun 05)	7.4	7.8	7.1	7.2

<sup>76</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).

‡Reporting standard not met (too few cases).

# U.S. Military Favorability

JAMRS

TABLE 13-5. Influencer U.S. Military favorability: 2003 – 2005<sup>77</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.9	8.2	8.0
Influencer Poll 2 (May 04)	7.6	7.8	7.8
Influencer Poll 3 (Nov 04)	7.1	7.6	7.8
Influencer Poll 4 (Jun 05)	7.8	7.6	7.6

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.9	8.2	8.0
Influencer Poll 2 (May 04)	7.8	7.8	8.1
Influencer Poll 3 (Nov 04)	7.2	7.8	7.9
Influencer Poll 4 (Jun 05)	‡	7.9	7.7

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	8.0	8.1	8.1
Influencer Poll 2 (May 04)	7.4	7.8	7.7
Influencer Poll 3 (Nov 04)	7.0	7.5	7.7
Influencer Poll 4 (Jun 05)	7.6	7.3	7.5

<sup>77</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).

‡Reporting standard not met (too few cases).

# U.S. Military Favorability

JAMRS

TABLE 13-6. Influencer U.S. Military favorability: 2003 – 2005<sup>78</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	8.0	8.1	8.1	8.1
Influencer Poll 2 (May 04)	7.2	7.9	7.9	8.0
Influencer Poll 3 (Nov 04)	7.3	7.5	7.4	7.6
Influencer Poll 4 (Jun 05)	7.3	7.6	7.7	7.7

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	8.1	8.1
Influencer Poll 2 (May 04)	‡	‡	8.1	7.9
Influencer Poll 3 (Nov 04)	‡	‡	7.7	7.7
Influencer Poll 4 (Jun 05)	‡	‡	8.0	8.1

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	8.1	8.1	8.1
Influencer Poll 2 (May 04)	7.1	7.8	7.7	8.1
Influencer Poll 3 (Nov 04)	7.4	7.4	7.3	7.6
Influencer Poll 4 (Jun 05)	7.3	7.5	7.4	7.4

<sup>78</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV1).

‡Reporting standard not met (too few cases).

# Army Favorability

JAMRS

TABLE 14-1. Influencer Army Favorability: 2003 – 2005<sup>79</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.5
Influencer Poll 2 (May 04)	7.2
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.1

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.1
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.2

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.3
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.1

<sup>79</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2B).

‡Reporting standard not met (too few cases).

# Army Favorability

JAMRS

TABLE 14-2. Influencer Army Favorability: 2003 – 2005<sup>80</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.5	7.5
Influencer Poll 2 (May 04)	7.2	7.2
Influencer Poll 3 (Nov 04)	6.9	7.0
Influencer Poll 4 (Jun 05)	7.0	7.2

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.3	7.4
Influencer Poll 2 (May 04)	7.1	7.1
Influencer Poll 3 (Nov 04)	6.9	6.9
Influencer Poll 4 (Jun 05)	7.0	7.4

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.3	7.3
Influencer Poll 3 (Nov 04)	6.9	7.0
Influencer Poll 4 (Jun 05)	7.1	7.1

<sup>80</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2B).

‡Reporting standard not met (too few cases).

# Army Favorability

JAMRS

TABLE 14-3. Influencer Army Favorability: 2003 – 2005<sup>81</sup>

Male and Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.0	7.4
Influencer Poll 3 (Nov 04)	6.9	6.8
Influencer Poll 4 (Jun 05)	6.8	7.3

Male (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.9	‡
Influencer Poll 3 (Nov 04)	6.7	‡
Influencer Poll 4 (Jun 05)	6.7	7.3

Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.1	7.5
Influencer Poll 3 (Nov 04)	7.0	6.7
Influencer Poll 4 (Jun 05)	6.9	7.2

<sup>81</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Army Favorability

JAMRS

TABLE 14-4. Influencer Army Favorability: 2003 – 2005<sup>82</sup>

Male and Female (very likely and likely)				
Wave	Education Level			
	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)	8.0	7.4	7.3	7.4
Influencer Poll 2 (May 04)	7.5	7.2	7.3	6.8
Influencer Poll 3 (Nov 04)	7.5	6.8	6.9	6.6
Influencer Poll 4 (Jun 05)	7.4	7.1	6.8	6.9

Male (very likely and likely)				
Wave	Education Level			
	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)	7.9	7.0	7.2	7.1
Influencer Poll 2 (May 04)	‡	7.0	7.1	7.0
Influencer Poll 3 (Nov 04)	7.5	6.7	6.7	6.8
Influencer Poll 4 (Jun 05)	7.4	7.1	6.8	‡

Female (very likely and likely)				
Wave	Education Level			
	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)	8.0	7.6	7.4	7.6
Influencer Poll 2 (May 04)	7.7	7.3	7.4	6.7
Influencer Poll 3 (Nov 04)	7.5	6.9	6.9	6.4
Influencer Poll 4 (Jun 05)	7.4	7.2	6.8	6.6

<sup>82</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).

‡Reporting standard not met (too few cases).



# Army Favorability

JAMRS

TABLE 14-5. Influencer Army Favorability: 2003 – 2005<sup>83</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.6	7.6	7.4
Influencer Poll 2 (May 04)	7.3	7.2	7.3
Influencer Poll 3 (Nov 04)	6.7	7.0	7.0
Influencer Poll 4 (Jun 05)	7.4	7.1	7.0

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.3	7.4	7.2
Influencer Poll 2 (May 04)	7.2	7.0	7.0
Influencer Poll 3 (Nov 04)	6.6	7.1	6.9
Influencer Poll 4 (Jun 05)	‡	7.3	7.0

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.8	7.6	7.5
Influencer Poll 2 (May 04)	7.3	7.2	7.4
Influencer Poll 3 (Nov 04)	6.7	7.0	7.1
Influencer Poll 4 (Jun 05)	7.4	7.0	7.0

<sup>83</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).

‡Reporting standard not met (too few cases).

# Army Favorability

JAMRS

TABLE 14-6. Influencer Army Favorability: 2003 – 2005<sup>84</sup>

Male and Female (very likely and likely)				
Wave	Income			
	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)	7.6	7.6	7.4	7.5
Influencer Poll 2 (May 04)	7.2	7.4	7.2	7.3
Influencer Poll 3 (Nov 04)	6.9	7.0	6.9	6.9
Influencer Poll 4 (Jun 05)	7.0	7.3	7.0	7.1

Male (very likely and likely)				
Wave	Income			
	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)	‡	‡	7.1	7.3
Influencer Poll 2 (May 04)	‡	‡	7.1	7.1
Influencer Poll 3 (Nov 04)	‡	‡	6.9	6.8
Influencer Poll 4 (Jun 05)	‡	‡	7.2	7.2

Female (very likely and likely)				
Wave	Income			
	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)	‡	7.7	7.7	7.7
Influencer Poll 2 (May 04)	7.2	7.5	7.2	7.4
Influencer Poll 3 (Nov 04)	7.0	6.9	6.8	7.0
Influencer Poll 4 (Jun 05)	7.0	7.4	6.9	7.0

<sup>84</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2B).

‡Reporting standard not met (too few cases).

# Navy Favorability

JAMRS

TABLE 15-1. Influencer Navy Favorability: 2003 – 2005<sup>85</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.6

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.5
Influencer Poll 4 (Jun 05)	7.7

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.7
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.5

<sup>85</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Navy Favorability

JAMRS

TABLE 15-2. Influencer Navy Favorability: 2003 – 2005<sup>86</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.9	7.9
Influencer Poll 2 (May 04)	7.8	7.5
Influencer Poll 3 (Nov 04)	7.4	7.4
Influencer Poll 4 (Jun 05)	7.5	7.7

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.8	7.5
Influencer Poll 3 (Nov 04)	7.4	7.5
Influencer Poll 4 (Jun 05)	7.5	8.0

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.0	7.9
Influencer Poll 2 (May 04)	7.8	7.5
Influencer Poll 3 (Nov 04)	7.5	7.3
Influencer Poll 4 (Jun 05)	7.4	7.6

<sup>86</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Navy Favorability

JAMRS

TABLE 15-3. Influencer Navy Favorability: 2003 – 2005<sup>87</sup>

Male and Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	7.7
Influencer Poll 3 (Nov 04)	7.5	7.4
Influencer Poll 4 (Jun 05)	7.3	7.7

Male (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	‡
Influencer Poll 3 (Nov 04)	7.3	‡
Influencer Poll 4 (Jun 05)	7.4	7.7

Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.8	7.8
Influencer Poll 3 (Nov 04)	7.6	7.4
Influencer Poll 4 (Jun 05)	7.1	7.6

<sup>87</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Navy Favorability

JAMRS

TABLE 15-4. Influencer Navy Favorability: 2003 – 2005<sup>88</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.4	7.7	7.7	7.8
Influencer Poll 2 (May 04)	7.7	7.6	7.9	7.4
Influencer Poll 3 (Nov 04)	7.7	7.4	7.3	7.0
Influencer Poll 4 (Jun 05)	7.6	7.8	7.4	7.5

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.3	7.6	7.8	7.6
Influencer Poll 2 (May 04)	‡	7.7	7.8	7.3
Influencer Poll 3 (Nov 04)	7.8	7.3	7.3	7.5
Influencer Poll 4 (Jun 05)	7.8	7.8	7.6	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.4	7.8	7.7	8.0
Influencer Poll 2 (May 04)	7.8	7.5	7.9	7.4
Influencer Poll 3 (Nov 04)	7.7	7.5	7.4	6.8
Influencer Poll 4 (Jun 05)	7.4	7.8	7.3	7.3

<sup>88</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Navy Favorability

JAMRS

TABLE 15-5. Influencer Navy Favorability: 2003 – 2005<sup>89</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.6	8.0	7.9
Influencer Poll 2 (May 04)	7.5	7.6	7.8
Influencer Poll 3 (Nov 04)	6.9	7.4	7.8
Influencer Poll 4 (Jun 05)	7.9	7.5	7.6

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.4	8.0	7.9
Influencer Poll 2 (May 04)	7.6	7.5	7.8
Influencer Poll 3 (Nov 04)	7.0	7.4	7.8
Influencer Poll 4 (Jun 05)	‡	7.7	7.7

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.7	8.1	7.9
Influencer Poll 2 (May 04)	7.4	7.7	7.8
Influencer Poll 3 (Nov 04)	6.8	7.4	7.8
Influencer Poll 4 (Jun 05)	7.8	7.3	7.5

<sup>89</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Navy Favorability

JAMRS

TABLE 15-6. Influencer Navy Favorability: 2003 – 2005<sup>90</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	7.8	7.9	7.9	8.0
Influencer Poll 2 (May 04)	7.3	7.7	7.7	7.8
Influencer Poll 3 (Nov 04)	7.3	7.3	7.3	7.6
Influencer Poll 4 (Jun 05)	7.5	7.8	7.5	7.7

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	7.8	7.9
Influencer Poll 2 (May 04)	‡	‡	7.8	7.5
Influencer Poll 3 (Nov 04)	‡	‡	7.4	7.6
Influencer Poll 4 (Jun 05)	‡	‡	7.7	7.9

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	8.0	8.0	8.1
Influencer Poll 2 (May 04)	7.4	7.8	7.6	7.9
Influencer Poll 3 (Nov 04)	7.3	7.2	7.3	7.6
Influencer Poll 4 (Jun 05)	7.5	7.7	7.4	7.4

<sup>90</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).



# Marine Corps Favorability

JAMRS

TABLE 16-1. Influencer Marine Corps Favorability: 2003 – 2005<sup>91</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.3

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.5
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.3

<sup>91</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Marine Corps Favorability

JAMRS

TABLE 16-2. Influencer Marine Corps Favorability: 2003 – 2005<sup>92</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.5	7.4
Influencer Poll 3 (Nov 04)	7.2	7.2
Influencer Poll 4 (Jun 05)	7.2	7.5

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.8	7.7
Influencer Poll 2 (May 04)	7.5	7.3
Influencer Poll 3 (Nov 04)	7.3	7.2
Influencer Poll 4 (Jun 05)	7.2	7.7

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.0	7.8
Influencer Poll 2 (May 04)	7.5	7.5
Influencer Poll 3 (Nov 04)	7.1	7.2
Influencer Poll 4 (Jun 05)	7.1	7.4

<sup>92</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Marine Corps Favorability

JAMRS

TABLE 16-3. Influencer Marine Corps Favorability: 2003 – 2005<sup>93</sup>

Male and Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	7.7
Influencer Poll 3 (Nov 04)	7.3	7.1
Influencer Poll 4 (Jun 05)	7.0	7.4

Male (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	‡
Influencer Poll 3 (Nov 04)	7.3	‡
Influencer Poll 4 (Jun 05)	7.0	7.5

Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.3	7.7
Influencer Poll 3 (Nov 04)	7.2	7.0
Influencer Poll 4 (Jun 05)	7.0	7.3

<sup>93</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Marine Corps Favorability

JAMRS

TABLE 16-4. Influencer Marine Corps Favorability: 2003 – 2005<sup>94</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.3	7.6	7.6	7.8
Influencer Poll 2 (May 04)	7.6	7.3	7.7	7.2
Influencer Poll 3 (Nov 04)	7.6	7.2	7.1	6.9
Influencer Poll 4 (Jun 05)	7.3	7.4	7.2	7.4

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.2	7.4	7.8	7.6
Influencer Poll 2 (May 04)	‡	7.3	7.5	7.3
Influencer Poll 3 (Nov 04)	7.6	7.2	7.0	7.3
Influencer Poll 4 (Jun 05)	7.5	7.3	7.4	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.3	7.8	7.6	8.1
Influencer Poll 2 (May 04)	7.7	7.3	7.8	7.1
Influencer Poll 3 (Nov 04)	7.6	7.2	7.1	6.7
Influencer Poll 4 (Jun 05)	7.1	7.5	7.1	7.2

<sup>94</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Marine Corps Favorability

JAMRS

TABLE 16-5. Influencer Marine Corps Favorability: 2003 – 2005<sup>95</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.8	8.0	7.6
Influencer Poll 2 (May 04)	7.4	7.5	7.4
Influencer Poll 3 (Nov 04)	7.0	7.2	7.3
Influencer Poll 4 (Jun 05)	7.5	7.2	7.4

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.6	8.1	7.4
Influencer Poll 2 (May 04)	7.4	7.5	7.2
Influencer Poll 3 (Nov 04)	7.1	7.3	7.2
Influencer Poll 4 (Jun 05)	‡	7.5	7.3

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.9	8.0	7.8
Influencer Poll 2 (May 04)	7.4	7.5	7.6
Influencer Poll 3 (Nov 04)	6.9	7.2	7.4
Influencer Poll 4 (Jun 05)	7.5	7.0	7.4

<sup>95</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Marine Corps Favorability

JAMRS

TABLE 16-6. Influencer Marine Corps Favorability: 2003 – 2005<sup>96</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	7.6	7.8	7.9	8.0
Influencer Poll 2 (May 04)	7.2	7.6	7.4	7.6
Influencer Poll 3 (Nov 04)	7.1	7.2	7.0	7.5
Influencer Poll 4 (Jun 05)	7.3	7.3	7.2	7.6

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	7.8	7.9
Influencer Poll 2 (May 04)	‡	‡	7.4	7.5
Influencer Poll 3 (Nov 04)	‡	‡	7.0	7.5
Influencer Poll 4 (Jun 05)	‡	‡	7.3	7.7

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	8.0	7.9	8.0
Influencer Poll 2 (May 04)	7.3	7.7	7.4	7.6
Influencer Poll 3 (Nov 04)	7.1	7.1	7.0	7.5
Influencer Poll 4 (Jun 05)	7.3	7.4	7.1	7.5

<sup>96</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Air Force Favorability

JAMRS

TABLE 17-1. Influencer Air Force Favorability: 2003 – 2005<sup>97</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.2
Influencer Poll 2 (May 04)	8.1
Influencer Poll 3 (Nov 04)	7.7
Influencer Poll 4 (Jun 05)	7.9

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.3
Influencer Poll 2 (May 04)	8.1
Influencer Poll 3 (Nov 04)	7.8
Influencer Poll 4 (Jun 05)	8.0

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.2
Influencer Poll 2 (May 04)	8.0
Influencer Poll 3 (Nov 04)	7.7
Influencer Poll 4 (Jun 05)	7.9

<sup>97</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Air Force Favorability

JAMRS

TABLE 17-2. Influencer Air Force Favorability: 2003 – 2005<sup>98</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	8.0
Influencer Poll 3 (Nov 04)	7.9	7.6
Influencer Poll 4 (Jun 05)	7.9	8.0

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	8.1
Influencer Poll 3 (Nov 04)	7.9	7.8
Influencer Poll 4 (Jun 05)	7.8	8.2

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.3	8.1
Influencer Poll 2 (May 04)	8.1	7.9
Influencer Poll 3 (Nov 04)	7.8	7.6
Influencer Poll 4 (Jun 05)	7.9	7.8

<sup>98</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).



# Air Force Favorability

JAMRS

TABLE 17-3. Influencer Air Force Favorability: 2003 – 2005<sup>99</sup>

Male and Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	8.1
Influencer Poll 3 (Nov 04)	7.9	7.8
Influencer Poll 4 (Jun 05)	7.7	8.0

Male (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	‡
Influencer Poll 3 (Nov 04)	7.8	‡
Influencer Poll 4 (Jun 05)	7.7	7.9

Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	8.1	8.2
Influencer Poll 3 (Nov 04)	8.0	7.7
Influencer Poll 4 (Jun 05)	7.8	8.1

<sup>99</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Air Force Favorability

JAMRS

TABLE 17-4. Influencer Air Force Favorability: 2003 – 2005<sup>100</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.5	8.1	8.1	8.2
Influencer Poll 2 (May 04)	8.0	8.1	8.3	7.7
Influencer Poll 3 (Nov 04)	8.0	7.8	7.7	7.3
Influencer Poll 4 (Jun 05)	7.8	8.2	7.7	7.9

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.6	8.2	8.1	8.1
Influencer Poll 2 (May 04)	‡	8.1	8.4	7.9
Influencer Poll 3 (Nov 04)	8.3	7.7	7.6	7.8
Influencer Poll 4 (Jun 05)	7.9	8.2	7.8	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.5	8.1	8.1	8.4
Influencer Poll 2 (May 04)	8.1	8.1	8.3	7.7
Influencer Poll 3 (Nov 04)	7.9	7.9	7.7	7.1
Influencer Poll 4 (Jun 05)	7.8	8.2	7.6	7.7

<sup>100</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Air Force Favorability

JAMRS

TABLE 17-5. Influencer Air Force Favorability: 2003 – 2005<sup>101</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2
Influencer Poll 2 (May 04)	7.9	8.0	8.2
Influencer Poll 3 (Nov 04)	7.2	7.8	8.0
Influencer Poll 4 (Jun 05)	8.1	7.9	7.8

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.9	8.4	8.3
Influencer Poll 2 (May 04)	8.1	7.9	8.3
Influencer Poll 3 (Nov 04)	7.4	8.0	8.0
Influencer Poll 4 (Jun 05)	‡	8.1	7.8

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2
Influencer Poll 2 (May 04)	7.8	8.1	8.2
Influencer Poll 3 (Nov 04)	7.2	7.8	8.0
Influencer Poll 4 (Jun 05)	8.0	7.8	7.9

<sup>101</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Air Force Favorability

JAMRS

TABLE 17-6. Influencer Air Force Favorability: 2003 – 2005<sup>102</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	8.1	8.3	8.2	8.3
Influencer Poll 2 (May 04)	7.7	8.2	8.2	8.1
Influencer Poll 3 (Nov 04)	7.5	7.7	7.7	7.9
Influencer Poll 4 (Jun 05)	7.6	8.1	7.9	8.0

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	8.2	8.3
Influencer Poll 2 (May 04)	‡	‡	8.3	7.8
Influencer Poll 3 (Nov 04)	‡	‡	7.7	7.9
Influencer Poll 4 (Jun 05)	‡	‡	8.0	8.1

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	8.3	8.2	8.4
Influencer Poll 2 (May 04)	7.5	8.2	8.1	8.3
Influencer Poll 3 (Nov 04)	7.4	7.7	7.7	8.0
Influencer Poll 4 (Jun 05)	7.6	8.2	7.9	8.0

<sup>102</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Coast Guard Favorability

JAMRS

TABLE 18-1. Influencer Coast Guard Favorability: 2003 – 2005<sup>103</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.4
Influencer Poll 4 (Jun 05)	7.4

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.8
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.4

<sup>103</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Coast Guard Favorability

JAMRS

TABLE 18-2. Influencer Coast Guard Favorability: 2003 – 2005<sup>104</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.8	7.6
Influencer Poll 2 (May 04)	7.7	7.4
Influencer Poll 3 (Nov 04)	7.3	7.3
Influencer Poll 4 (Jun 05)	7.3	7.5

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.7	7.4
Influencer Poll 3 (Nov 04)	7.5	7.4
Influencer Poll 4 (Jun 05)	7.2	7.5

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.8	7.7
Influencer Poll 2 (May 04)	7.7	7.4
Influencer Poll 3 (Nov 04)	7.3	7.2
Influencer Poll 4 (Jun 05)	7.3	7.4

<sup>104</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV2).

‡Reporting standard not met (too few cases).

# Coast Guard Favorability

JAMRS

TABLE 18-3. Influencer Coast Guard Favorability: 2003 – 2005<sup>105</sup>

<b>Male and Female</b>		
<i>(very likely and likely)</i>		
<b>Wave</b>	<b>Child's Gender</b>	
	<b>Son</b>	<b>Daughter</b>
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.7	7.7
Influencer Poll 3 (Nov 04)	7.4	7.2
Influencer Poll 4 (Jun 05)	7.1	7.4

<b>Male</b>		
<i>(very likely and likely)</i>		
<b>Wave</b>	<b>Child's Gender</b>	
	<b>Son</b>	<b>Daughter</b>
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.9	‡
Influencer Poll 3 (Nov 04)	7.4	‡
Influencer Poll 4 (Jun 05)	7.0	7.4

<b>Female</b>		
<i>(very likely and likely)</i>		
<b>Wave</b>	<b>Child's Gender</b>	
	<b>Son</b>	<b>Daughter</b>
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8
Influencer Poll 3 (Nov 04)	7.4	7.1
Influencer Poll 4 (Jun 05)	7.2	7.4

<sup>105</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Coast Guard Favorability

JAMRS

TABLE 18-4. Influencer Coast Guard Favorability: 2003 – 2005<sup>106</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.1	7.5	7.5	7.8
Influencer Poll 2 (May 04)	7.7	7.5	7.7	7.4
Influencer Poll 3 (Nov 04)	7.4	7.3	7.3	7.1
Influencer Poll 4 (Jun 05)	7.3	7.4	7.2	7.5

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.1	7.2	7.5	7.7
Influencer Poll 2 (May 04)	‡	7.7	7.6	7.5
Influencer Poll 3 (Nov 04)	7.7	7.4	7.1	7.7
Influencer Poll 4 (Jun 05)	7.5	7.2	7.3	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.2	7.7	7.5	7.9
Influencer Poll 2 (May 04)	7.8	7.4	7.8	7.3
Influencer Poll 3 (Nov 04)	7.3	7.3	7.4	6.8
Influencer Poll 4 (Jun 05)	7.2	7.5	7.1	7.6

<sup>106</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).



# Coast Guard Favorability

JAMRS

TABLE 18-5. Influencer Coast Guard Favorability: 2003 – 2005<sup>107</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.4	7.9	7.7
Influencer Poll 2 (May 04)	7.3	7.6	7.6
Influencer Poll 3 (Nov 04)	7.0	7.4	7.5
Influencer Poll 4 (Jun 05)	7.4	7.3	7.4

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.3	7.7	7.7
Influencer Poll 2 (May 04)	7.4	7.6	7.6
Influencer Poll 3 (Nov 04)	7.1	7.6	7.5
Influencer Poll 4 (Jun 05)	‡	7.3	7.3

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.6	7.9	7.7
Influencer Poll 2 (May 04)	7.3	7.6	7.7
Influencer Poll 3 (Nov 04)	6.9	7.3	7.5
Influencer Poll 4 (Jun 05)	7.3	7.3	7.4

<sup>107</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Coast Guard Favorability

JAMRS

TABLE 18-6. Influencer Coast Guard Favorability: 2003 – 2005<sup>108</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	7.6	7.7	7.7	7.8
Influencer Poll 2 (May 04)	7.3	7.5	7.6	7.8
Influencer Poll 3 (Nov 04)	7.1	7.2	7.2	7.5
Influencer Poll 4 (Jun 05)	7.2	7.5	7.3	7.5

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	7.7	7.7
Influencer Poll 2 (May 04)	‡	‡	7.6	7.6
Influencer Poll 3 (Nov 04)	‡	‡	7.4	7.4
Influencer Poll 4 (Jun 05)	‡	‡	7.3	7.5

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	7.7	7.7	7.9
Influencer Poll 2 (May 04)	7.3	7.6	7.6	7.9
Influencer Poll 3 (Nov 04)	6.9	7.1	7.2	7.6
Influencer Poll 4 (Jun 05)	7.3	7.5	7.2	7.5

<sup>108</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV2).

‡Reporting standard not met (too few cases).

# Reserves Favorability

JAMRS

TABLE 19-1. Influencer Reserves Favorability: 2003 – 2005<sup>109</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.7
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.1
Influencer Poll 4 (Jun 05)	7.3

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.2
Influencer Poll 3 (Nov 04)	6.8
Influencer Poll 4 (Jun 05)	7.1

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	8.0
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4

<sup>109</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).

‡Reporting standard not met (too few cases).

# Reserves Favorability

JAMRS

TABLE 19-2. Influencer Reserves Favorability: 2003 – 2005<sup>110</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.7	7.7
Influencer Poll 2 (May 04)	7.6	7.3
Influencer Poll 3 (Nov 04)	7.2	7.1
Influencer Poll 4 (Jun 05)	7.2	7.4

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.3	7.3
Influencer Poll 2 (May 04)	7.3	7.1
Influencer Poll 3 (Nov 04)	6.8	6.8
Influencer Poll 4 (Jun 05)	7.0	7.3

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	8.0	7.9
Influencer Poll 2 (May 04)	7.7	7.5
Influencer Poll 3 (Nov 04)	7.4	7.2
Influencer Poll 4 (Jun 05)	7.3	7.4

<sup>110</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).

‡Reporting standard not met (too few cases).

## Reserves Favorability

JAMRS

TABLE 19-3. Influencer Reserves Favorability: 2003 – 2005<sup>111</sup>

<b>Male and Female</b>		
<i>(very likely and likely)</i>		
<b>Wave</b>	<b>Child's Gender</b>	
	<b>Son</b>	<b>Daughter</b>
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.5	7.6
Influencer Poll 3 (Nov 04)	7.3	7.2
Influencer Poll 4 (Jun 05)	6.9	7.4

<b>Male</b>		
<i>(very likely and likely)</i>		
<b>Wave</b>	<b>Child's Gender</b>	
	<b>Son</b>	<b>Daughter</b>
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.4	‡
Influencer Poll 3 (Nov 04)	6.7	‡
Influencer Poll 4 (Jun 05)	6.7	7.2

<b>Female</b>		
<i>(very likely and likely)</i>		
<b>Wave</b>	<b>Child's Gender</b>	
	<b>Son</b>	<b>Daughter</b>
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8
Influencer Poll 3 (Nov 04)	7.5	7.2
Influencer Poll 4 (Jun 05)	7.1	7.5

<sup>111</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

## Reserves Favorability

JAMRS

TABLE 19-4. Influencer Reserves Favorability: 2003 – 2005<sup>112</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.1	7.7	7.5	7.4
Influencer Poll 2 (May 04)	7.7	7.4	7.5	7.0
Influencer Poll 3 (Nov 04)	7.6	7.2	7.1	6.7
Influencer Poll 4 (Jun 05)	7.5	7.4	7.0	7.1

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	7.9	7.1	7.2	7.0
Influencer Poll 2 (May 04)	‡	7.2	7.3	7.0
Influencer Poll 3 (Nov 04)	7.5	6.7	6.6	6.6
Influencer Poll 4 (Jun 05)	7.4	7.1	6.9	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.3	8.0	7.7	7.8
Influencer Poll 2 (May 04)	7.9	7.5	7.7	7.0
Influencer Poll 3 (Nov 04)	7.7	7.4	7.3	6.7
Influencer Poll 4 (Jun 05)	7.5	7.6	7.1	7.0

<sup>112</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

‡Reporting standard not met (too few cases).

## Reserves Favorability

JAMRS

TABLE 19-5. Influencer Reserves Favorability: 2003 – 2005<sup>113</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.5	7.9	7.6
Influencer Poll 2 (May 04)	7.4	7.5	7.4
Influencer Poll 3 (Nov 04)	7.0	7.3	7.1
Influencer Poll 4 (Jun 05)	7.6	7.3	7.1

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.0	7.6	7.3
Influencer Poll 2 (May 04)	7.5	7.1	7.1
Influencer Poll 3 (Nov 04)	6.7	6.9	6.8
Influencer Poll 4 (Jun 05)	‡	7.3	6.9

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.9	8.1	7.8
Influencer Poll 2 (May 04)	7.4	7.7	7.6
Influencer Poll 3 (Nov 04)	7.1	7.4	7.3
Influencer Poll 4 (Jun 05)	7.6	7.3	7.3

<sup>113</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

‡Reporting standard not met (too few cases).

# Reserves Favorability

JAMRS

TABLE 19-6. Influencer Reserves Favorability: 2003 – 2005<sup>114</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	7.7	7.8	7.7	7.6
Influencer Poll 2 (May 04)	7.3	7.6	7.4	7.4
Influencer Poll 3 (Nov 04)	7.2	7.3	7.1	7.1
Influencer Poll 4 (Jun 05)	7.4	7.6	7.3	7.1

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	7.3	7.2
Influencer Poll 2 (May 04)	‡	‡	7.3	7.1
Influencer Poll 3 (Nov 04)	‡	‡	6.8	6.7
Influencer Poll 4 (Jun 05)	‡	‡	7.3	6.9

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	8.0	8.0	8.0
Influencer Poll 2 (May 04)	7.4	7.8	7.5	7.8
Influencer Poll 3 (Nov 04)	7.4	7.3	7.2	7.4
Influencer Poll 4 (Jun 05)	7.4	7.7	7.3	7.4

<sup>114</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).  
‡Reporting standard not met (too few cases).



# National Guard Favorability

JAMRS

TABLE 20-1. Influencer National Guard Favorability: 2003 – 2005<sup>115</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.6
Influencer Poll 2 (May 04)	7.4
Influencer Poll 3 (Nov 04)	7.2
Influencer Poll 4 (Jun 05)	7.2

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.3
Influencer Poll 2 (May 04)	7.2
Influencer Poll 3 (Nov 04)	6.9
Influencer Poll 4 (Jun 05)	7.0

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	7.9
Influencer Poll 2 (May 04)	7.6
Influencer Poll 3 (Nov 04)	7.3
Influencer Poll 4 (Jun 05)	7.4

<sup>115</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).

‡Reporting standard not met (too few cases).

# National Guard Favorability

JAMRS

TABLE 20-2. Influencer National Guard Favorability: 2003 – 2005<sup>116</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.7	7.6
Influencer Poll 2 (May 04)	7.6	7.3
Influencer Poll 3 (Nov 04)	7.2	7.1
Influencer Poll 4 (Jun 05)	7.1	7.4

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.3	7.3
Influencer Poll 2 (May 04)	7.3	7.0
Influencer Poll 3 (Nov 04)	6.8	6.9
Influencer Poll 4 (Jun 05)	6.8	7.3

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	7.9	7.8
Influencer Poll 2 (May 04)	7.7	7.5
Influencer Poll 3 (Nov 04)	7.4	7.2
Influencer Poll 4 (Jun 05)	7.3	7.4

<sup>116</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question FAV3).

‡Reporting standard not met (too few cases).

# National Guard Favorability

TABLE 20-3. Influencer National Guard Favorability: 2003 – 2005<sup>117</sup>

Male and Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.5	7.6
Influencer Poll 3 (Nov 04)	7.3	7.1
Influencer Poll 4 (Jun 05)	6.8	7.4

Male (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.4	‡
Influencer Poll 3 (Nov 04)	6.6	‡
Influencer Poll 4 (Jun 05)	6.4	7.3

Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	7.6	7.8
Influencer Poll 3 (Nov 04)	7.6	7.1
Influencer Poll 4 (Jun 05)	7.2	7.4

<sup>117</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# National Guard Favorability

JAMRS

TABLE 20-4. Influencer National Guard Favorability: 2003 – 2005<sup>118</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.2	7.5	7.4	7.4
Influencer Poll 2 (May 04)	7.7	7.4	7.5	7.0
Influencer Poll 3 (Nov 04)	7.6	7.3	7.1	6.6
Influencer Poll 4 (Jun 05)	7.4	7.4	7.0	7.0

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	7.9	7.0	7.2	7.0
Influencer Poll 2 (May 04)	‡	7.2	7.4	6.8
Influencer Poll 3 (Nov 04)	7.5	7.0	6.5	6.6
Influencer Poll 4 (Jun 05)	7.3	7.0	6.8	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	8.4	7.8	7.6	7.8
Influencer Poll 2 (May 04)	7.9	7.6	7.6	7.0
Influencer Poll 3 (Nov 04)	7.7	7.4	7.3	6.6
Influencer Poll 4 (Jun 05)	7.5	7.6	7.2	7.0

<sup>118</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

‡Reporting standard not met (too few cases).

# National Guard Favorability

TABLE 20-5. Influencer National Guard Favorability: 2003 – 2005<sup>119</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.5	7.8	7.5
Influencer Poll 2 (May 04)	7.4	7.5	7.4
Influencer Poll 3 (Nov 04)	7.0	7.3	7.1
Influencer Poll 4 (Jun 05)	7.6	7.2	7.1

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.1	7.6	7.1
Influencer Poll 2 (May 04)	7.4	7.0	7.1
Influencer Poll 3 (Nov 04)	6.8	7.0	6.8
Influencer Poll 4 (Jun 05)	‡	7.0	6.9

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	7.8	8.0	7.7
Influencer Poll 2 (May 04)	7.4	7.7	7.6
Influencer Poll 3 (Nov 04)	7.1	7.4	7.3
Influencer Poll 4 (Jun 05)	7.6	7.3	7.3

<sup>119</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

‡Reporting standard not met (too few cases).

# National Guard Favorability

JAMRS

TABLE 20-6. Influencer National Guard Favorability: 2003 – 2005<sup>120</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	7.8	7.7	7.7	7.4
Influencer Poll 2 (May 04)	7.3	7.7	7.4	7.4
Influencer Poll 3 (Nov 04)	7.3	7.2	7.1	7.1
Influencer Poll 4 (Jun 05)	7.5	7.5	7.2	7.1

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	7.3	7.1
Influencer Poll 2 (May 04)	‡	‡	7.3	7.1
Influencer Poll 3 (Nov 04)	‡	‡	6.8	6.7
Influencer Poll 4 (Jun 05)	‡	‡	7.1	6.8

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	7.9	8.0	7.8
Influencer Poll 2 (May 04)	7.4	7.9	7.5	7.7
Influencer Poll 3 (Nov 04)	7.4	7.2	7.2	7.4
Influencer Poll 4 (Jun 05)	7.5	7.7	7.3	7.3

<sup>120</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: FAV3).

‡Reporting standard not met (too few cases).

# U.S. Military Knowledge

JAMRS

TABLE 21-1. Influencer Military Knowledge: 2003 – 2005<sup>121</sup>

Male and Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	6.3
Influencer Poll 2 (May 04)	6.3
Influencer Poll 3 (Nov 04)	6.1
Influencer Poll 4 (Jun 05)	6.1

Male (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	6.8
Influencer Poll 2 (May 04)	7.0
Influencer Poll 3 (Nov 04)	6.8
Influencer Poll 4 (Jun 05)	6.7

Female (mean)	
Year	Mean
Influencer Poll 1 (Aug 03)	5.9
Influencer Poll 2 (May 04)	5.9
Influencer Poll 3 (Nov 04)	5.8
Influencer Poll 4 (Jun 05)	5.8

<sup>121</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question KW2).

‡Reporting standard not met (too few cases).

# U.S. Military Knowledge

JAMRS

TABLE 21-2. Influencer Military Knowledge: 2003 – 2005<sup>122</sup>

Male and Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	6.2	6.4
Influencer Poll 2 (May 04)	6.1	6.5
Influencer Poll 3 (Nov 04)	5.8	6.3
Influencer Poll 4 (Jun 05)	5.9	6.3

Male (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	6.6	6.9
Influencer Poll 2 (May 04)	6.8	7.2
Influencer Poll 3 (Nov 04)	6.6	7.0
Influencer Poll 4 (Jun 05)	6.4	7.0

Female (very likely and likely)		
Wave	Influencer Type	
	Parent	Non-Parent
Influencer Poll 1 (Aug 03)	5.9	6.0
Influencer Poll 2 (May 04)	5.8	6.0
Influencer Poll 3 (Nov 04)	5.5	6.0
Influencer Poll 4 (Jun 05)	5.6	5.9

<sup>122</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question KW2).

‡Reporting standard not met (too few cases).



# U.S. Military Knowledge

JAMRS

TABLE 21-3. Influencer Military Knowledge: 2003 – 2005<sup>123</sup>

Male and Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.0	6.2
Influencer Poll 3 (Nov 04)	5.9	5.8
Influencer Poll 4 (Jun 05)	5.9	5.9

Male (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	6.9	‡
Influencer Poll 3 (Nov 04)	6.6	‡
Influencer Poll 4 (Jun 05)	6.3	6.5

Female (very likely and likely)		
Wave	Child's Gender	
	Son	Daughter
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	5.5	6.1
Influencer Poll 3 (Nov 04)	5.5	5.5
Influencer Poll 4 (Jun 05)	5.6	5.6

<sup>123</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# U.S. Military Knowledge

JAMRS

TABLE 21-4. Influencer Military Knowledge: 2003 – 2005<sup>124</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	6.0	6.2	6.5	6.4
Influencer Poll 2 (May 04)	5.8	6.4	6.4	6.4
Influencer Poll 3 (Nov 04)	5.9	6.0	6.2	6.4
Influencer Poll 4 (Jun 05)	5.8	6.3	6.0	6.5

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	6.4	6.8	7.0	6.9
Influencer Poll 2 (May 04)	‡	7.2	7.2	7.0
Influencer Poll 3 (Nov 04)	6.7	6.9	6.8	6.9
Influencer Poll 4 (Jun 05)	6.0	7.0	6.7	‡

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Education Level</b>			
	<b>HS or Less</b>	<b>Some College</b>	<b>4-Yr College</b>	<b>Graduate School</b>
Influencer Poll 1 (Aug 03)	5.6	5.9	6.1	6.1
Influencer Poll 2 (May 04)	5.5	6.1	6.0	6.0
Influencer Poll 3 (Nov 04)	5.6	5.7	5.9	6.1
Influencer Poll 4 (Jun 05)	5.7	5.9	5.5	5.8

<sup>124</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).

‡Reporting standard not met (too few cases).

# U.S. Military Knowledge

JAMRS

TABLE 21-5. Influencer Military Knowledge: 2003 – 2005<sup>125</sup>

<b>Male and Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	6.1	6.1	6.6
Influencer Poll 2 (May 04)	6.2	6.2	6.5
Influencer Poll 3 (Nov 04)	6.1	5.8	6.5
Influencer Poll 4 (Jun 05)	5.9	5.8	6.5

<b>Male</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	6.5	6.6	7.1
Influencer Poll 2 (May 04)	7.0	7.0	7.0
Influencer Poll 3 (Nov 04)	6.8	6.4	7.3
Influencer Poll 4 (Jun 05)	‡	6.2	7.2

<b>Female</b>			
<i>(very likely and likely)</i>			
<b>Wave</b>	<b>Age</b>		
	<b>22-35</b>	<b>36-49</b>	<b>50 and Older</b>
Influencer Poll 1 (Aug 03)	5.9	5.8	6.2
Influencer Poll 2 (May 04)	5.7	5.8	6.2
Influencer Poll 3 (Nov 04)	5.8	5.6	6.0
Influencer Poll 4 (Jun 05)	5.6	5.6	6.0

<sup>125</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).

‡Reporting standard not met (too few cases).

# U.S. Military Knowledge

JAMRS

TABLE 21-6. Influencer Military Knowledge: 2003 – 2005<sup>126</sup>

<b>Male and Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	6.1	6.2	6.2	6.4
Influencer Poll 2 (May 04)	6.0	6.5	6.2	6.4
Influencer Poll 3 (Nov 04)	5.7	6.1	6.3	6.1
Influencer Poll 4 (Jun 05)	5.7	6.2	6.2	6.3

<b>Male</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	‡	6.7	6.9
Influencer Poll 2 (May 04)	‡	‡	6.9	6.9
Influencer Poll 3 (Nov 04)	‡	‡	7.0	6.7
Influencer Poll 4 (Jun 05)	‡	‡	6.9	6.9

<b>Female</b>				
<i>(very likely and likely)</i>				
<b>Wave</b>	<b>Income</b>			
	<b>&lt;\$25K</b>	<b>\$25K-\$40K</b>	<b>\$40K-\$80K</b>	<b>&gt;\$80K</b>
Influencer Poll 1 (Aug 03)	‡	6.0	5.9	5.9
Influencer Poll 2 (May 04)	5.6	6.1	5.8	6.0
Influencer Poll 3 (Nov 04)	5.6	5.7	6.0	5.7
Influencer Poll 4 (Jun 05)	5.7	5.8	5.7	5.8

<sup>126</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: KW2).

‡Reporting standard not met (too few cases).

# Employment Difficulty

JAMRS

TABLE 22-1. Influencer Perceptions of Employment Difficulty: 2003 – 2005<sup>127</sup>

Male and Female		Percent (%)		
Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
Influencer Poll 1 (Aug 03)	6.9	22.6	51.8	18.2
Influencer Poll 2 (May 04)	8.9	21.8	51.1	17.3
Influencer Poll 3 (Nov 04)	8.3	21.1	49.7	20.1
Influencer Poll 4 (Jun 05)	6.7	21.6	43.0	25.3

Male	Percent (%)				
	Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
	Influencer Poll 1 (Aug 03)	6.1	20.5	52.0	20.5
	Influencer Poll 2 (May 04)	7.2	17.3	54.0	20.2
	Influencer Poll 3 (Nov 04)	6.9	16.3	47.6	28.2
	Influencer Poll 4 (Jun 05)	3.8	20.2	45.5	27.3

Female	Percent (%)				
	Wave	Almost Impossible	Very Difficult	Somewhat Difficult	Not Difficult At All
	Influencer Poll 1 (Aug 03)	7.5	24.1	51.8	16.5
	Influencer Poll 2 (May 04)	9.8	24.3	49.4	15.8
	Influencer Poll 3 (Nov 04)	9.0	23.4	50.8	16.2
	Influencer Poll 4 (Jun 05)	8.7	22.5	41.3	23.9

<sup>127</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND1).

‡Reporting standard not met (too few cases).

# Employment Difficulty

JAMRS

TABLE 22-2. Influencer Perceptions of Employment Difficulty: 2003 – 2005<sup>128</sup>

Male and Female (impossible & very difficult)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	27.6	32.2
Influencer Poll 2 (May 04)	31.3	30.0
Influencer Poll 3 (Nov 04)	24.7	33.0
Influencer Poll 4 (Jun 05)	26.8	29.7

Male (impossible & very difficult)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	26.9	26.1
Influencer Poll 2 (May 04)	27.9	21.2
Influencer Poll 3 (Nov 04)	17.0	27.1
Influencer Poll 4 (Jun 05)	22.5	25.4

Female (impossible & very difficult)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	28.1	36.7
Influencer Poll 2 (May 04)	33.0	35.5
Influencer Poll 3 (Nov 04)	28.0	36.2
Influencer Poll 4 (Jun 05)	29.8	32.3

<sup>128</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND1).

‡Reporting standard not met (too few cases).

# Employment Difficulty

JAMRS

TABLE 22-3. Influencer Perceptions of Employment Difficulty: 2003 – 2005<sup>129</sup>

Male and Female (impossible & very difficult)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	33.4	30.4
Influencer Poll 3 (Nov 04)	24.2	25.3
Influencer Poll 4 (Jun 05)	26.2	27.4

Male (impossible & very difficult)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	27.3	‡
Influencer Poll 3 (Nov 04)	18.9	‡
Influencer Poll 4 (Jun 05)	21.8	23.6

Female (impossible & very difficult)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	37.0	32.1
Influencer Poll 3 (Nov 04)	26.6	29.5
Influencer Poll 4 (Jun 05)	30.0	29.7

<sup>129</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Employment Difficulty

JAMRS

TABLE 22-4. Influencer Perceptions of Employment Difficulty: 2003 – 2005<sup>130</sup>

Male and Female <i>(impossible &amp; very difficult)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		30.2	27.9	31.0	29.7
Influencer Poll 2 (May 04)		37.0	32.1	24.4	28.2
Influencer Poll 3 (Nov 04)		34.8	33.1	24.1	23.6
Influencer Poll 4 (Jun 05)		32.8	29.9	25.4	21.0

Male <i>(impossible &amp; very difficult)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		28.4	20.1	30.9	29.4
Influencer Poll 2 (May 04)		‡	22.6	22.2	23.8
Influencer Poll 3 (Nov 04)		25.5	28.0	21.1	16.4
Influencer Poll 4 (Jun 05)		29.7	25.4	21.5	‡

Female <i>(impossible &amp; very difficult)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		31.7	32.5	31.1	30.0
Influencer Poll 2 (May 04)		39.9	36.5	25.8	31.7
Influencer Poll 3 (Nov 04)		39.3	35.4	25.6	27.8
Influencer Poll 4 (Jun 05)		34.7	32.6	28.5	24.6

<sup>130</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).

‡Reporting standard not met (too few cases).



# Employment Difficulty

JAMRS

TABLE 22-5. Influencer Perceptions of Employment Difficulty: 2003 – 2005<sup>131</sup>

Male and Female (impossible & very difficult)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	26.2	28.2	33.8
Influencer Poll 2 (May 04)	28.7	28.5	35.4
Influencer Poll 3 (Nov 04)	28.0	27.2	33.3
Influencer Poll 4 (Jun 05)	20.6	25.7	33.5

Male (impossible & very difficult)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	25.9	24.8	29.1
Influencer Poll 2 (May 04)	16.7	24.7	29.5
Influencer Poll 3 (Nov 04)	23.7	18.3	27.0
Influencer Poll 4 (Jun 05)	‡	21.2	26.8

Female (impossible & very difficult)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	26.4	30.4	27.7
Influencer Poll 2 (May 04)	36.0	30.2	39.2
Influencer Poll 3 (Nov 04)	30.2	30.5	37.4
Influencer Poll 4 (Jun 05)	18.8	28.3	38.1

<sup>131</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).

‡Reporting standard not met (too few cases).

# Employment Difficulty

JAMRS

TABLE 22-6. Influencer Perceptions of Employment Difficulty: 2003 – 2005<sup>132</sup>

Male and Female <i>(impossible &amp; very difficult)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		42.7	28.1	28.9	26.3
Influencer Poll 2 (May 04)		41.1	38.5	31.0	21.6
Influencer Poll 3 (Nov 04)		47.0	36.0	26.2	20.5
Influencer Poll 4 (Jun 05)		37.1	30.0	24.6	23.9

Male <i>(impossible &amp; very difficult)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	24.4	27.4
Influencer Poll 2 (May 04)	‡	‡	26.3	17.5
Influencer Poll 3 (Nov 04)	‡	‡	18.2	16.8
Influencer Poll 4 (Jun 05)	‡	‡	21.3	21.1

Female <i>(impossible &amp; very difficult)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	30.0	32.3	25.2
Influencer Poll 2 (May 04)	43.4	40.8	33.9	25.0
Influencer Poll 3 (Nov 04)	49.3	36.9	30.2	23.0
Influencer Poll 4 (Jun 05)	38.1	32.6	27.1	26.7

<sup>132</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND1).

‡Reporting standard not met (too few cases).

# Job Pay Comparisons

JAMRS

TABLE 23-1. Influencer Job Pay Comparisons: 2003 – 2005<sup>133</sup>

Male and Female		Percent (%)		
Wave		Military	Civilian Job	Equally in Both
Influencer Poll 1 (Aug 03)		QNA	QNA	QNA
Influencer Poll 2 (May 04)		21.5	27.7	48.9
Influencer Poll 3 (Nov 04)		19.4	31.2	47.9
Influencer Poll 4 (Jun 05)		20.4	23.6	43.8

Male		Percent (%)		
Wave		Military	Civilian Job	Equally in Both
Influencer Poll 1 (Aug 03)		QNA	QNA	QNA
Influencer Poll 2 (May 04)		18.2	38.8	40.8
Influencer Poll 3 (Nov 04)		16.9	39.8	42.2
Influencer Poll 4 (Jun 05)		18.2	28.1	45.7

Female		Percent (%)		
Wave		Military	Civilian Job	Equally in Both
Influencer Poll 1 (Aug 03)		QNA	QNA	QNA
Influencer Poll 2 (May 04)		23.4	21.5	53.4
Influencer Poll 3 (Nov 04)		20.7	27.0	50.7
Influencer Poll 4 (Jun 05)		21.9	20.6	42.5

<sup>133</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Job Pay Comparisons

JAMRS

TABLE 23-2. Influencer Job Pay Comparisons: 2003 – 2005<sup>134</sup>

Male and Female (military)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	18.7	24.5
Influencer Poll 3 (Nov 04)	18.5	20.1
Influencer Poll 4 (Jun 05)	18.8	21.9

Male (military)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	15.8	20.3
Influencer Poll 3 (Nov 04)	14.5	18.4
Influencer Poll 4 (Jun 05)	15.8	20.6

Female (military)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.2	27.1
Influencer Poll 3 (Nov 04)	20.2	21.0
Influencer Poll 4 (Jun 05)	21.0	22.7

<sup>134</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Job Pay Comparisons

JAMRS

TABLE 23-3. Influencer Job Pay Comparisons: 2003 – 2005<sup>135</sup>

Male and Female (military)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	18.5	18.7
Influencer Poll 3 (Nov 04)	19.5	17.4
Influencer Poll 4 (Jun 05)	17.7	20.1

Male (military)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	15.5	‡
Influencer Poll 3 (Nov 04)	16.2	‡
Influencer Poll 4 (Jun 05)	15.0	17.0

Female (military)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	20.3	21.1
Influencer Poll 3 (Nov 04)	21.0	19.4
Influencer Poll 4 (Jun 05)	20.0	22.0

<sup>135</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Job Pay Comparisons

JAMRS

TABLE 23-4. Influencer Job Pay Comparisons: 2003 – 2005<sup>136</sup>

Male and Female <i>(military)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)		28.1	22.5	15.8	18.5
Influencer Poll 3 (Nov 04)		26.0	22.7	13.7	13.7
Influencer Poll 4 (Jun 05)		24.2	22.6	14.7	16.8

Male <i>(military)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)		‡	18.0	16.2	15.8
Influencer Poll 3 (Nov 04)		20.9	18.6	12.2	15.5
Influencer Poll 4 (Jun 05)		24.3	20.3	13.2	‡

Female <i>(military)</i>	Percent (%)			
	Education Level			
	Wave	HS or Less	Some College	4-Yr College
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	30.3	24.6	15.6	20.6
Influencer Poll 3 (Nov 04)	28.4	24.4	14.4	12.6
Influencer Poll 4 (Jun 05)	24.1	24.0	15.8	20.3

<sup>136</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Job Pay Comparisons

JAMRS

TABLE 23-5. Influencer Job Pay Comparisons: 2003 – 2005<sup>137</sup>

Male and Female (military)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	25.9	20.9	19.2
Influencer Poll 3 (Nov 04)	22.6	18.0	18.8
Influencer Poll 4 (Jun 05)	24.9	19.1	19.8

Male (military)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	19.4	18.7	16.7
Influencer Poll 3 (Nov 04)	17.6	11.4	21.1
Influencer Poll 4 (Jun 05)	‡	16.8	15.4

Female (military)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA
Influencer Poll 2 (May 04)	29.8	22.0	20.8
Influencer Poll 3 (Nov 04)	25.2	20.5	17.3
Influencer Poll 4 (Jun 05)	23.1	20.5	22.8

<sup>137</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Job Pay Comparisons

JAMRS

TABLE 23-6. Influencer Job Pay Comparisons: 2003 – 2005<sup>138</sup>

Male and Female <i>(military)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	28.6	30.7	19.6	14.0
Influencer Poll 3 (Nov 04)	31.6	26.0	15.4	14.6
Influencer Poll 4 (Jun 05)	32.7	25.0	17.5	12.7

Male <i>(military)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)	‡	‡	13.7	14.6
Influencer Poll 3 (Nov 04)	‡	‡	11.9	13.7
Influencer Poll 4 (Jun 05)	‡	‡	19.1	11.3

Female <i>(military)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		QNA	QNA	QNA	QNA
Influencer Poll 2 (May 04)		27.9	30.7	23.2	13.4
Influencer Poll 3 (Nov 04)		32.2	26.6	17.1	15.2
Influencer Poll 4 (Jun 05)		33.3	27.8	16.3	14.1

<sup>138</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND2).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).



# Economic Outlook

JAMRS

TABLE 24-1. Influencer Economic Outlook: 2003 – 2005<sup>139</sup>

Male and Female		Percent (%)		
Wave		Better Than	Worse Than	About the Same
Influencer Poll 1 (Aug 03)		48.6	19.3	30.8
Influencer Poll 2 (May 04)		45.1	20.4	32.5
Influencer Poll 3 (Nov 04)		43.1	21.7	31.8
Influencer Poll 4 (Jun 05)		31.7	30.0	31.5

Male	Percent (%)			
	Wave	Better Than	Worse Than	About the Same
Influencer Poll 1 (Aug 03)		53.3	17.2	28.3
Influencer Poll 2 (May 04)		54.7	17.0	27.1
Influencer Poll 3 (Nov 04)		47.8	19.2	28.8
Influencer Poll 4 (Jun 05)		33.7	26.3	33.9

Female	Percent (%)			
	Wave	Better Than	Worse Than	About the Same
Influencer Poll 1 (Aug 03)		45.4	20.7	32.5
Influencer Poll 2 (May 04)		39.8	22.2	35.5
Influencer Poll 3 (Nov 04)		40.8	22.9	33.2
Influencer Poll 4 (Jun 05)		30.4	32.5	29.9

<sup>139</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND3).

‡Reporting standard not met (too few cases).

# Economic Outlook

JAMRS

TABLE 24-2. Influencer Economic Outlook: 2003 – 2005<sup>140</sup>

Male and Female (better)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	44.0	55.2
Influencer Poll 2 (May 04)	39.9	50.7
Influencer Poll 3 (Nov 04)	39.4	45.9
Influencer Poll 4 (Jun 05)	31.4	32.0

Male (better)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	49.0	59.0
Influencer Poll 2 (May 04)	50.7	58.4
Influencer Poll 3 (Nov 04)	43.5	50.6
Influencer Poll 4 (Jun 05)	32.4	34.9

Female (better)	Percent (%)	
	Influencer Type	
	Parent	Non-Parent
Wave		
Influencer Poll 1 (Aug 03)	40.6	52.3
Influencer Poll 2 (May 04)	34.6	45.8
Influencer Poll 3 (Nov 04)	37.7	43.3
Influencer Poll 4 (Jun 05)	30.7	30.1

<sup>140</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question IND3).

‡Reporting standard not met (too few cases).

# Economic Outlook

JAMRS

TABLE 24-3. Influencer Economic Outlook: 2003 – 2005<sup>141</sup>

Male and Female (better)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	38.1	41.1
Influencer Poll 3 (Nov 04)	39.6	39.2
Influencer Poll 4 (Jun 05)	29.3	33.7

Male (better)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	46.4	‡
Influencer Poll 3 (Nov 04)	41.4	‡
Influencer Poll 4 (Jun 05)	31.3	34.0

Female (better)	Percent (%)	
	Child's Gender	
	Son	Daughter
Wave		
Influencer Poll 1 (Aug 03)	QNA	QNA
Influencer Poll 2 (May 04)	33.3	34.9
Influencer Poll 3 (Nov 04)	38.7	36.6
Influencer Poll 4 (Jun 05)	27.6	33.5

<sup>141</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).

QNA: Question Not Asked

‡Reporting standard not met (too few cases).

# Economic Outlook

JAMRS

TABLE 24-4. Influencer Economic Outlook: 2003 – 2005<sup>142</sup>

Male and Female <i>(better)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		39.3	45.0	58.9	55.4
Influencer Poll 2 (May 04)		35.3	43.5	52.5	51.1
Influencer Poll 3 (Nov 04)		34.8	43.3	49.3	44.3
Influencer Poll 4 (Jun 05)		28.8	29.6	37.6	33.2

Male <i>(better)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		45.4	47.8	67.3	57.5
Influencer Poll 2 (May 04)		‡	60.9	58.1	58.4
Influencer Poll 3 (Nov 04)		41.8	47.2	55.3	46.6
Influencer Poll 4 (Jun 05)		28.4	31.2	39.7	‡

Female <i>(better)</i>	Percent (%)				
	Education Level				
	Wave	HS or Less	Some College	4-Yr College	Graduate School
Influencer Poll 1 (Aug 03)		34.1	43.4	53.7	53.3
Influencer Poll 2 (May 04)		34.1	35.4	48.9	45.2
Influencer Poll 3 (Nov 04)		31.4	41.6	46.4	42.9
Influencer Poll 4 (Jun 05)		29.0	28.8	36.1	28.8

<sup>142</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).

‡Reporting standard not met (too few cases).

# Economic Outlook

JAMRS

TABLE 24-5. Influencer Economic Outlook: 2003 – 2005<sup>143</sup>

Male and Female (better)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	45.7	47.3	52.6
Influencer Poll 2 (May 04)	51.0	40.9	46.7
Influencer Poll 3 (Nov 04)	47.6	41.3	42.0
Influencer Poll 4 (Jun 05)	32.1	31.2	32.1

Male (better)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	53.7	53.6	52.7
Influencer Poll 2 (May 04)	60.2	53.8	51.9
Influencer Poll 3 (Nov 04)	51.1	49.7	44.1
Influencer Poll 4 (Jun 05)	‡	31.5	33.8

Female (better)	Percent (%)		
	Age		
	22-35	36-49	50 and Older
Wave			
Influencer Poll 1 (Aug 03)	40.8	43.3	52.6
Influencer Poll 2 (May 04)	45.5	34.9	43.3
Influencer Poll 3 (Nov 04)	45.7	38.2	40.6
Influencer Poll 4 (Jun 05)	27.4	30.9	30.9

<sup>143</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).

‡Reporting standard not met (too few cases).

# Economic Outlook

JAMRS

TABLE 24-6. Influencer Economic Outlook: 2003 – 2005<sup>144</sup>

Male and Female <i>(better)</i>	Percent (%)				
	Income				
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K	>\$80K
Influencer Poll 1 (Aug 03)		28.0	44.2	46.8	64.4
Influencer Poll 2 (May 04)		34.9	37.3	45.9	56.5
Influencer Poll 3 (Nov 04)		37.2	37.5	42.3	51.1
Influencer Poll 4 (Jun 05)		24.3	31.7	30.1	38.8

Male <i>(better)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	‡	50.2	68.8
Influencer Poll 2 (May 04)	‡	‡	51.4	66.4
Influencer Poll 3 (Nov 04)	‡	‡	51.7	54.7
Influencer Poll 4 (Jun 05)	‡	‡	32.0	39.8

Female <i>(better)</i>	Percent (%)			
	Income			
	Wave	<\$25K	\$25K-\$40K	\$40K-\$80K
Influencer Poll 1 (Aug 03)	‡	40.0	44.1	60.0
Influencer Poll 2 (May 04)	34.1	29.6	42.6	48.2
Influencer Poll 3 (Nov 04)	36.8	37.7	37.6	48.8
Influencer Poll 4 (Jun 05)	25.9	28.5	28.8	37.8

<sup>144</sup> Source: Department of Defense Polls, JAMRS, 2003-2005 (Question: IND3).

‡Reporting standard not met (too few cases).

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## OVERVIEW REPORT



## Appendix B



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**THE JUNE 2005 YOUTH AND INFLUENCER POLLS  
METHODOLOGY REPORT**

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## YOUTH AND INFLUENCER POLLS, JUNE 2005 METHODOLOGY REPORT

### I. Background and Objectives

From 1975 until 1999, the Department of Defense (DoD) assessed the perceptions of young people concerning military service through a survey known as the Youth Attitude Tracking Study (YATS). YATS asked a nationally representative sample of 10,000 young men and women about their future plans, particularly whether they were considering military service, what military attributes were appealing as well as those that made the military unattractive, and how current events affected their inclination to consider the military as a post-high school option.

In 2000, the DoD discontinued YATS because as an annual survey it was not responsive to the immediate needs of military recruiting. Beginning in 2001, YATS was replaced with semi-annual polls of both youth and the adults who influence them. These polls allow the DoD to collect “real time” information about the attitudes of youth and adult influencers toward the military and those worldwide events that might affect force utilization.

The latest in the series of Youth and Influencer Polls, the June 2005 Poll was conducted as a joint effort by the Joint Advertising, Market Research and Studies program (JAMRS), Human Resources Research Organization (HumRRO), and the Fors Marsh Group (FMG). Telephone interviews were conducted by Braun Research, Incorporated (BRI). The objectives of the June 2005 Poll were to continue tracking attitudes, impressions, and behavioral intentions of the youth and influencer populations as they relate to and affect military enlistment. Specifically, the Poll assessed propensity, employment and education status, favorability and knowledge of the military, sources of impressions about the military, attitudes toward recruiters, attitudes toward current events, and economic indicators.

### II. Sample Design and Implementation

#### *A. Youth Poll Sample Design*

The sampling plan for the June 2005 Youth Poll was developed as a probability-based design so that study findings could be used to make inferences about the attitudes and beliefs of the target population. A detailed sampling plan for this Poll is available upon request from JAMRS.

The *target population* for this Youth Poll was defined to be all civilian, non-institutionalized youth ages 16 to 21 living in the United States who have never served in the U.S. military, have not been accepted for military service, and have not been in a Military Delayed Entry Program, college ROTC, or one of the Service academies. Both citizens and non-citizens are included in the target population. The United States is defined as the 50 states and the District of Columbia.

The *sampling frame* for the June 2005 Youth Poll was derived from a list-assisted, random-digit-dialed (RDD) telephone sample approach. HumRRO used a list-assisted RDD sampling frame maintained by Genesys Sampling Systems. Genesys constructs this frame by first obtaining a list of all working area code/exchange combinations (Kulp, 1994). All combinations of digits from 00 to 99 are then added to these six-digit area code/exchange combinations to create a list of all residential service, hundred-number banks. In the final step, this list of all possible hundred-number banks is

compared to a frame of listed residential telephone numbers and a count is recorded of the residential telephone listings associated with each hundred-number bank. The sampling frame for this Youth Poll included all hundred-number banks that contain at least one listed residential telephone number. This is a change from past polls, which required that hundred-number banks have at least three listed numbers to be included in the frame.

The sample design for this survey can best be described as a stratified list sample. Telephone numbers in the sampling frame were partitioned into seven strata based upon the Census block with which they are associated. The strata were defined as follows:

- Stratum 1: Numbers in blocks with  $\geq 50\%$  Hispanic households;
- Stratum 2: Numbers in blocks with  $\geq 50\%$  non-Hispanic black (NH-black) households and  $< 50\%$  Hispanic households;
- Stratum 3: Numbers in blocks with 25-49% Hispanic households and  $< 50\%$  NH-black households;
- Stratum 4: Numbers in blocks with 25-49% NH-black households and  $< 25\%$  Hispanic households;
- Stratum 5: Numbers in blocks with 5-24% Hispanic households and  $< 25\%$  NH-black households;
- Stratum 6: Numbers in blocks with 5-24% NH-black households and  $< 5\%$  Hispanic households; and
- Stratum 7: Numbers in blocks with  $< 5\%$  Hispanic households and  $< 5\%$  NH-black households.

### ***B. Youth Poll Sample Selection and Preparation***

Telephone numbers were selected using systematic sampling after stratifying the frame into the seven strata. Numbers were selected with equal probability within these strata. The strata definitions were set to facilitate modest oversampling of minority populations while ensuring that precision was maintained for study estimates.

In an effort to maximize the response rate achieved for the June 2005 Poll, the sample was drawn in a series of replicates – each of which was a stand-alone stratified random sample. The results of dialing the first few replicates were used to project the eligibility and response rates for each of the seven strata and to project exactly how many numbers were needed to yield the desired sample size. In total, 57 replicates were drawn. Replicates 1 through 23 included telephone numbers from all seven strata and comprised 76% of the total sample selected. As the field period progressed, it became apparent that additional sample from Strata 1 through 4 would be required to achieve the interviewing targets for Hispanic and NH-black youth. Fourteen additional replicates (24 through 37) were drawn that included telephone numbers from only these strata. Near the end of the field period, an additional 20 replicates (38 through 57) were drawn that included telephone numbers from Strata 2 and 4 only. These strata include the highest concentration of NH-black households. Replicates 24 through 37 included 24% of the overall sample selected.

For each replicate, Genesys removed easily identifiable non-working and business numbers from the sample using their ID Plus procedure, then identified cell phone numbers and additional non-working and business numbers using their CSS Plus procedure. These pre-screening procedures resulted in the elimination of sample cases from eligibility for further contact. The ineligibility rates

varied by strata, but the overall rate was 47.3%. The remaining 52.7% of cases were eligible for further contact in the June 2005 Youth Poll. In total, 592,350 telephone numbers were selected and 312,022 were included in the telephone interviewing effort.

Replicates of sample selected and pre-screened by Genesys were forwarded to HumRRO for further processing. Each file was reviewed to confirm that the designated number of cases in each stratum was present and that all data elements were included. A unique ID was assigned to each case designating its replicate, stratum, and unique sequential number within replicate/stratum. Several random numbers were assigned to each case for purposes of within-household selection for a youth, parent, and non-parent influencer. Cases that were not eligible for further dialing (i.e., those identified as ineligible during Genesys' pre-screening process) were extracted from the replicate and retained for later use in the weighting process. The remaining cases were forwarded to the telephone interviewing facility.

### ***C. Influencer Poll Sample Design***

The June 2005 Influencer Poll was piggy-backed onto the Youth Poll and used its sampling frame and screening interviews to identify the sample of influencers for interview. The target population for the Influencer Poll was defined to be adults ages 22 to 85 who are the parents of youth ages 16 to 21 who complete a Youth interview or who give advice to youth ages 12 to 21 about what to do after high school. Examples of the latter group are teachers, coaches, clergy, employers, and mentors. Under this definition, there are two subpopulations that comprise the target population of influencers: (1) parents of youth ages 16 to 21, and (2) adults ages 22 to 85 who do not live in households with youth ages 16 to 21, but have other relationships that bring them into contact with youth ages 12 to 21.

Screenings for the Youth Poll were more than sufficient to yield the required sample of influencers. Hence, the Influencer Poll shared the same stratification plan as the Youth Poll. In some households, paired interviews were conducted with a youth eligible for the Youth Poll and his or her parent for the Influencer Poll.

### ***D. Within-Household Respondent Selection***

For the Youth Poll, interviewers screened each sampled residential telephone number to determine whether or not it contained one or more youth between 16 and 21 years of age. For sampling purposes, youth living away from home in a dormitory, fraternity house, or sorority house were associated with their permanent household and only given a chance for inclusion in the study when that household residence was sampled.

Among the youth ages 16 to 21 in the household, one was randomly selected to be interviewed using a variation of the probability sampling approach of Trolldahl and Carter (1964). Instead of household rostering, the Trolldahl and Carter approach determines the number of youth in the household and the number of male youth, then uses these data to randomly select a youth for interview. The randomly-selected youth will be identified based on gender and their relative age (e.g., the 16-21 year old [male/female], the youngest 16-21 year old [male/female], the oldest 16-21 year old [male/female], the second youngest 16-21 year old [male/female], and so forth). Random numbers were assigned to each sampled telephone number. Specifications were developed to select a youth in

each household based on these random numbers. This approach yielded a probability sample of youth together with the data needed to calculate their probability of selection.

Once a youth was randomly selected, the interviewer asked to speak to him or her. To interview sampled youth living away from home in dormitories, fraternities, and sororities, the interviewer attempted to determine a telephone number where the youth could be reached at school or when he or she might be home for a visit and available to be interviewed. Once contact was made, the interviewer screened the selected youth to confirm his or her eligibility for the Youth Poll and conducted the interview, if the youth was eligible and willing. To be eligible, the youth must not have ever been in the military or in a delayed entry program, college ROTC, or one of the Service academies.

Households that did not include any youth ages 16 to 21 were screened to determine how many adults ages 22 to 85 were residing in the household and, if more than one, how many were males. Using the Trolldahl and Carter approach and the series of random numbers assigned to each sampled case, an adult was randomly selected in terms of gender and relative age (as in the Youth Poll). The selected adult was then screened to determine if he or she is the parent of a 12- to 21-year old, and if not, whether he or she is in a position or relationship to influence the post-high school decisions of a youth age 12 to 21. As a final screening step, age and gender were verified to confirm that the selected adult was eligible for the Influencer Poll.

Once a youth age 16 to 21 completed a Youth Poll, the interviewer immediately attempted to speak with the selected parent of that youth. Selection of mother or father was determined using the random numbers assigned to each sampled number. Initially, mother and father were equally likely to be selected for the parent interview. However, due to lower response among fathers, the selection probabilities were adjusted slightly during the field period to increase the probability that a father was selected. If the selected parent did not reside with the youth, the other parent became the selected parent by default. If the selected parent resided with the youth, but was not available at that time, the interviewer attempted to determine the best day and time to reach that parent and scheduled a callback appointment.

### ***E. Sample Management***

Predicting the quantity of telephone numbers needed to yield the required number of completed interviews was difficult due to lack of information about: (1) the proportion of sampled numbers that will be eligible for further dialing after Genesys pre-screening; (2) the proportion of those numbers that will truly be residential numbers; (3) the proportion of residential numbers that will have one or more age-eligible youth; and (4) the cooperation rate among eligible youth. Therefore, the sample performance of early replicates was closely monitored and necessary adjustments were made in the quantity of additional sample ordered. In addition, the decision to oversample strata with high concentrations of Hispanic and NH-black households was made in response to unexpectedly low completion rates among those youth subgroups.

A list of phase and disposition codes was then developed. Each interview phase corresponded with a sequential interviewing task (e.g., make initial contact, determine if number is a residence, determine if an age-eligible youth resides in the household, etc.). Individual disposition codes were available to represent the current status of interviewing efforts with that case. The disposition list included numerous generic codes required for administration of the interview using computer-assisted

telephone interviewing (CATI) (e.g., no answer, refusal, callback, language barrier), as well as codes specific to the Youth and Influencer Polls (e.g., no youth 16-21 in household, youth completed/callback for parent, influencer has child 12-21). The combination of 11 phase codes and more than 60 disposition codes yielded an extensive number of possible status categories.

A detailed sample report by replicate, phase, and disposition codes were monitored on a regular basis. Sample management spreadsheet were developed in Excel to provide sample performance measures by replicate or strata based on data provided in the sample reports.

### ***F. Sample Disposition and Response Rates***

To calculate response rate, the accepted CASRO (Council of American Survey Research Organizations) procedure that was established to create a uniform formula for measuring response rates for survey research was used. This relatively conservative calculation is based on the product of individual completion rates for each phase of the survey process. For the Youth Poll, these steps are: (1) confirmation of residential status of the number dialed; (2) determination of presence or absence of eligible youth in the household; (3) confirmation of eligibility of the selected youth; and (4) completion of the interview with the selected youth.

For purposes of calculating response rates, the sample was separated into the main sample from Replicates 1 through 23 and the oversample in Replicates 24 through 57. This distinction is made because the main sample cases represent 76% of the total cases drawn and were more thoroughly worked during the field period. The oversample replicates were drawn very late in the field period in an effort to achieve the targeted number of minority youth. As a result, there was insufficient time in the field period to thoroughly work these cases. More extensive dialing and follow-up result in a higher completion rate at every phase of the interviewing process and higher response rates.

The response rate for the main sample is 24.7% and the response rate for the oversample is 11.8% – resulting in an overall response rate of 21.6%. Detailed information summarizes the results of telephone contact efforts and response rates achieved for the June 2005 Youth Poll and a detailed final sample disposition are available upon request.

## **III. Questionnaire Development and Programming**

### ***A. Questionnaire Development and Pretesting***

The vast majority of the survey items included in the June 2005 Youth and Influencer Poll had been taken from previous Youth and Influencer Polls. The primary focus of revisions of this polling instrument involved revisiting the screeners to ensure that the necessary information was collected to determine household eligibility, youth eligibility, influencer eligibility, and other variables required by the sample design while, at the same time, encouraging participation.

A pretest of the Youth and Influencer questionnaires was conducted on April 14, 2005. In total, 15 interviews were conducted – 5 Youth and 10 Influencers. Changes in a few questions were required based on the results of the pretest. The final versions of the Youth and Influencer questionnaires are included in Appendices B of each respective final report for this survey effort.

### ***B. CATI Programming***

The telephone survey was administered using computer-assisted telephone interviewing (CATI) software. The CATI program controlled questionnaire logic, question wording, skip patterns, randomization of items and/or response categories, and performed internal consistency checks during interviewing. In addition, the CATI program performed within-household respondent selection procedures using responses to specified screener items and the random numbers assigned to each case.

The CATI software also included a sample management system that controlled the prioritization and presentation of sampled telephone numbers for dialing by interviewers. As previously mentioned, the CATI program stored a series of phase and disposition codes and produced reports that enabled the project managers to track the progress of data collection throughout the field period.

CATI programming was completed by programmers at the data collection facility. The CATI program was extensively tested prior to the pretest. After the pretest, some CATI programming changes were made, and the program was thoroughly re-tested. Throughout the field period, the CATI sample management system was adjusted as needed to maximize the sample performance toward achieving the interviewing and response rate targets.

## **IV. Data Collection**

### ***A. Interviewer Training***

Interviewers were chosen from a pool of well-trained, experienced, full- and part-time interviewing staff based on their experience with similar respondents and subject matter. Several interviewer training sessions were conducted between April 14, 2005 and May 16, 2005. Interviewers and supervisory staff from the interviewing facilities attended the training session via teleconference. Computer systems were linked so that staff in all locations could view progress through the CATI program.

The training sessions involved four steps:

Step 1 – Background and Objectives. This phase of training provided interviewers with background information on the Youth and Influencer Polls.

Step 2 – Procedures. This phase familiarized interviewers with the types of respondents that would be encountered during the polls, eligibility criteria for each respondent type, interview completion targets for each type, respondent selection procedures, handling cases where the selected youth lives away at school, refusal avoidance, etc.

Step 3 – Question-by-Question Review. This phase of training focused on questionnaire content and included detailed discussion of the intent of individual survey items. Specific procedure and problem areas that might arise during the interview were also discussed. Pronunciation and definition of some terms were reviewed. Interviewers had the opportunity to ask questions and offer comments.



**Step 4 – Mock Interview and Role Playing.** The final training step involved a group mock interview in which interviewers administered the survey in round robin format with a member of the project team playing the role of respondent. The “trainer/respondent” purposely gave answers that required the interviewers to use the techniques discussed during the previous training steps. Upon completion of the mock interview, interviewers were paired for further practice interviews with one interviewer playing the role of interviewer and the other playing the role of respondent. Role-playing enabled the interviewers to become familiar with the survey instruments and CATI administration of the interview prior to talking with “real” respondents and also enabled the trainers to assess the performance of interviewers. During this phase, interviewers were encouraged to ask questions and offer comments.

In addition to conducting these training sessions, a set of materials were developed to which interviewers could refer when questions arose. These materials included an interviewer manual, responses to questions frequently asked by respondents, and a hard copy of the script for parent inquiries.

### ***B. Field Period***

The field period began on April 21, 2005. Non-parent influencer interviews were completed on May 16, 2005. Parent influencer interviews were completed on June 5, 2005. Youth interviews were completed on June 30, 2005.

A total of 3,264 Youth interviews were completed during the field period. A total of 1,262 Influencer interviews were completed – 605 with parents and 657 with non-parents. The number of completed interviews for each of the target groups in the sample design was as follows:

#### ***Youth***

	<b>TOTAL</b>	<b>Male</b>	<b>Female</b>
Youth	3,264	1,538	1,726
Hispanic	631	303	328
Black	733	313	420
Caucasian	1,633	796	837
Other	267	126	141

#### ***Influencers***

	<b>TOTAL</b>	<b>Male</b>	<b>Female</b>
Influencers	1,262	505	757
Parents	605	253	352
Non-Parents	657	252	405

Completed interviews required an average of six contact attempts with a median of three attempts. The average Youth interview was 18 minutes and the average Influencer interview was 18.5 minutes.

### ***C. Quality Control During Data Collection***

A number of quality control measures were in place during the interviewing process including daily progress reports, monitoring interviews, and floor supervision to ensure that quality standards were met

A daily progress report was provided on the number of completed Youth and Influencer interviews by target group. On request, a disposition report with the current status of each case across a series of predefined phase and sample disposition categories was also produced throughout the fielding period. Based on these reports, the need for additional sample, the adequacy of current interviewer staffing levels, the need for refusal conversion, other efforts to improve response rate, and the overall progress of data collection were monitored. Project management and data collection staff communicated regularly via e-mail, telephone, and in-person meetings about the status of the project and any concerns or issues that arose.

Project management personnel were also able to “listen in” on live interviews throughout the field period. This quality control measure allows unobtrusive monitoring of live, two-way phone interviews. Because interviewers are monitored anonymously, this also serves as a means of validating interviews. Interviews throughout the data collection process were monitored – particularly during the first few weeks of the field period. The data collection house’s on-site supervisory staff monitored the interviewing staff on a regular basis. Because interviews were conducted using CATI, supervisors could listen to the interview and simultaneously observe what the interviewer was keying into the CATI system. This capability ensured that the interviewer was properly recording the respondent’s answers. Post-monitoring debriefing sessions were held as needed to enhance each interviewer’s performance on the project.

Floor supervision took place throughout the interviewing process. Supervisors at the data collection facility acted as troubleshooters and problem-solvers. If situations arose during interviewing that the supervisors could not resolve, they contacted the project managers at HumRRO for a resolution.

### ***D. Maximizing Response Rate***

Every measure available was used to deliver as high a response rate as possible for this poll given the scope of the poll and the length of the field period. Steps were taken to avoid refusals and encourage cooperation whenever possible. Dialings were managed as effectively and efficiently as possible by the CATI-based sample management system. As the field period progressed, attempts were made to convert all but the most adamant refusals.

Staggered Release of Sample. As previously described, the staggered release of sample replicates allowed more focused attention of interviewing efforts on the existing sample and tighter sample control. This approach ensures that only the amount of sample necessary to obtain the desired number of completed interviews was released. However, once it became clear that a substantial amount of additional sample would be required to achieve the targets for blacks and Hispanics, the decision was made to achieve the targets within the available field period at the expense of the response rate.

CATI Management of Call Rotation and Scheduling. The CATI sample management system controlled the release of sample to interviewers for dialing and the rotation of contact attempts. The likelihood of contacting a respondent at each sampled telephone number was maximized by using a call rotation algorithm that ensured that each case was cycled through early weeknight, later weeknight, weekend, and daytime attempts until contact was made with that household.

Once household contact was made, the sample management system handled the scheduling of appointments for additional calls to selected respondents who were not home or who preferred to complete the interview at a later time. The interviewer entered the designated date and time for the “callback” appointment, at which time CATI automatically presented the case to an interviewer so that the appointment would be kept.

Refusal Avoidance. Due to the importance of preventing initial refusals in achieving a high response rate, a portion of the interviewer training sessions was dedicated to techniques on refusal avoidance. This training consisted of a discussion of how to handle uncooperative respondents, answers to some frequently asked questions, and background on the survey topic that could help interviewers build a rapport with the respondent. If respondents had questions or concerns that BRI interviewers and supervisors could not address, they were referred to HumRRO’s project staff via a toll-free number.

Early in the field period, interviewers were monitored closely. In addition to listening to the mechanics of the interview to make sure administration was running smoothly, HumRRO and BRI staff were listening for any specific items or areas of the interview that might result in respondent refusal.

Refusal Conversion. Despite interviewers’ best efforts at refusal avoidance, refusals did occur. At the time of the initial refusal, interviewers categorized the case as a “soft” or “hard” refusal. “Soft” refusals were cases that, with the proper handling, had the potential to be converted to a cooperative respondent. Most initial refusals fall into this category. “Hard” refusals were cases that were adamant in their unwillingness to participate in the interview. These included cases that responded angrily or definitively stated that they do not want to be contacted again. Within a week or two of the initial refusal, batches of “soft” refusals were released for refusal conversion. Specifications for release of these cases were programmed into the CATI sample management system. Access to cases eligible for refusal conversion was limited to interviewers who were specifically selected for their ability to effectively respond to the questions and concerns of hesitant and reluctant respondents and to gain their cooperation. Cases that refused again during the refusal conversion effort and truly “hard” refusals received a “final refusal” disposition – indicating they were ineligible for further contact attempts.

Re-Dialing Unusable Numbers. Cases where contact attempts had resulted in an “unusable” status (e.g., disconnected, computer/fax tone) were periodically re-released to be re-dialed. Through past experience, these statuses are often temporary and that additional contact attempts at a later time find a cooperative respondent.

## **V. Data Processing and Deliverables**

### ***A. Coding***

The Youth and Influencer survey instruments consisted largely of closed-ended, precoded survey items. However, there were several items with “other (specify)” response options that required post-interview coding – 15 items in the Youth poll and 18 items in the Influencer poll. As batches of completed survey data were received, “other (specify)” responses were reviewed. When appropriate, responses were recoded into one of the existing categories – including those listed in the questionnaire, as well as, additional codes added during previous waves of the polls. Remaining responses were reviewed to determine whether any response was given frequently enough that an additional code should be added to the existing list of responses. Lists of “other (specify)” responses were periodically reviewed throughout the field period to determine whether any additional codes were warranted. All coded responses were reviewed by a second member of the research staff as a quality control measure. Code lists for the Youth and Influencer Polls are available upon request.

“Other (specify)” responses that were not recoded (i.e., remained as an “other”) were delivered to JAMRS in an Excel file. Responses entered by interviewers were cleaned up (e.g., spelling and grammar corrections) as part of the coding process.

### ***B. Data Processing***

The process of preparing a clean datafile involved converting the data from CATI format and running the data through a series of cleaning programs. The cleaning programs included a series of flags for cases with inconsistent, out of range, or otherwise unexpected response patterns. While CATI typically produces an extremely clean datafile, the cleaning process provided an opportunity to correct discrepancies that arose as a result of coding and to ensure the quality of the final data files prior to delivery.

Some “other (specify)” responses in the “Source of Impressions” sections required cleaning of previous survey items. As a result, skip logic was altered and required further cleaning of items asked after the coded item. This was the primary source of effort required in cleaning the Youth and Influencer poll data. Once the datafiles were deemed clean, they were converted to the SPSS variable format and underwent a final review.

### ***C. Weighting Youth Data***

Once a clean Youth datafile was prepared, a series of survey weights were calculated for each case. The sampling weights adjusted for differential probabilities of selection and the potential biasing effect of nonresponse and undercoverage. A detailed explanation of the weighting process is available upon request.

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## OVERVIEW REPORT



## Appendix C

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## JAMRS INFLUENCER POLL SPRING 2005

### RESPONDENTS INFLUENCERS AGED $\geq 22$ AND $\leq 85$ AND PARENTS OF 16 TO 21 YEAR OLD YOUTH RESPONDENTS

<b>GENERAL INSTRUCTIONS</b>
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Objective:	The objective of this research is to conduct regular quantitative polling among the influencers of recruit-age youth. Each poll will assess and track likelihood to recommend military service and demographic characteristics. The poll will also be tailored to include questions on current events, important indicators, and topical areas of interest. JAMRS will conduct interviews with influencers two times per year – in May and October.
Target Audience/Screening:	There are two subsets within the target audience. Parents and non-parent influencers. The parent sample will be obtained via follow-up calls of parents of youth who completed the corresponding Youth Poll (May 2005 Youth Poll). Non-parent influencers will be drawn via a list-assisted telephone sample from hundred-number banks with one or more listed numbers. Non-parent influencers will be randomly selected from those households without youth ages 16 to 21. The non-parent influencers must be at least 22, but less than 85 years old and an influencer of youth age 12 to 21. Influencers include coaches, clergy, scout leaders, employers, teachers, church lay people, volunteers, guidance counselors, and mentors.
Field Dates:	Pre-test April 14, 2005 Launch study on April 21, 2005 Complete interviewing on June 6, 2005
Length:	This interview should last approximately 20 minutes.
Geography:	100% United States - including Alaska, Hawaii and the District of Columbia
Sample Size:	Total of 650 parental influencers whose child completed the Youth Poll survey. Calling will continue until a minimum of 200 mothers and 200 fathers have completed the survey. An additional 600 interviews will be completed with non-parent influencers age 22 to 85 (40% incidence).
Dialing Procedures:	Interviews will be conducted during the evening and weekend hours. Phone centers will use computer assisted telephone interviewing (CATI). Plan an initial call and maximum of nine callbacks. Callbacks will be scheduled on different days, different times of the day, and in different weeks.



<b>SCREENERS</b>
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**NON-PARENT INFLUENCER SCREENER**

INFINTRO1. I'm also calling to learn about adult opinions and attitudes regarding options for youth after high school.

How many people age 22 to 85 live in this household? Please include yourself if you are age 22 to 85.

RECORD NUMBER AGE 22-85

0 NONE

99 DK/REF

IF INFINTRO1=0 OR 99, THANK AND TERMINATE. CODE AS INELIGIBLE.

IF INFINTRO1=1, SKIP TO INFGPA

IF INFINTRO=2-98, CONTINUE

INFINTRO3. And how many of those (INSERT NUMBER FROM INFINTRO1) people age 22 to 85 are males?

RECORD NUMBER OF MALES AGE 22-85

0 NONE

99 DK/REF

IF INFINTRO3=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

BASED ON RESPONSES TO INFINTRO1 AND INFINTRO3, AN INFLUENCER RESPONDENT WILL BE SELECTED BY COMPUTER.

INFGPA. (IF ONLY ONE 22-85 YEAR OLD) May I speak with the member of this household who is between the age of 22 and 85?

(IF ONLY ONE 22-85 YEAR OLD OF SELECTED GENDER) May I speak with the 22 to 85 year old (male/female)?

(IF MORE THAN ONE 22 TO 85 YEAR OLD OF SELECTED GENDER) May I speak with the (oldest/second oldest/second youngest/youngest) 22 to 85 year old (male/female)?

1 YES, I'M THAT PERSON

2 YES, I'LL GET HIM/HER

3 NO, RESPONDENT ISN'T AVAILABLE

4 NO, YOU CAN'T TALK TO THAT PERSON

99 DK

IF INFGPA=1, SKIP TO INFS5

IF INFGPA=2, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND READ INFINTRO2.

IF INFGPA=3, ARRANGE CALLBACK

IF INFGPA=4, THANK AND TERMINATE. CODE AS REFUSAL.

IF INFGPA=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

INFINTRO2 Hello, I'm \_\_\_\_\_ calling for the United States Department of Defense. We're conducting a study to learn about adult opinions and attitudes regarding options for youth after high school. For quality purposes, my supervisor may monitor this call. (DO NOT PAUSE)

INFS5. Do you have any children between the ages of 12 and 21?

- 0 NO
- 1 YES
- 99 DK/REF

IF INFS5=0, ASK INF1

IF INFS5=1 OR 99, THANK AND TERMINATE. CODE AS INELIGIBLE.

INF1. Do you have a relationship with a youth between the ages of 12 and 21 where he or she might come to you for advice about what to do after high school?

- 0 NO
- 1 YES
- 99 DK/REF

IF INF1=1, CONTINUE

IF INF1=0 OR 99 THANK AND TERMINATE. CODE AS INELIGIBLE.

INF2. What role or position do you have where you interact with youth ages 12 to 21? (IF NECESSARY PROBE: For example, are you a teacher, coach, youth group leader?) (ACCEPT MULTIPLE RESPONSES)

- 1 YOUTH SPORTS COACH
- 2 CLERGY MEMBER
- 3 SCOUT LEADER
- 4 EMPLOYER OF PEOPLE UNDER THE AGE OF 21
- 5 GRANDFATHER/GRANDMOTHER
- 6 SISTER/BROTHER
- 7 UNCLE/AUNT
- 8 TEACHER
- 9 CHURCH LAYPERSON
- 10 VOLUNTEER WORK
- 11 GUIDANCE COUNSELOR
- 12 MENTOR
- 97 OTHER (SPECIFY)\_\_\_\_\_
- 99 DK/REF

IF INF2=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

ALL OTHERS, SKIP TO S1

## **PARENT SCREENER**

(FOR PARENTS OF YOUTH WHO COMPLETED A YOUTH SURVEY.)

INTRO1: Hello, I'm \_\_\_\_\_ calling for the United States Department of Defense. We're conducting a study to learn about opinions and attitudes regarding options for youth after high school. (DO NOT PAUSE)

INSERT SELECTED PARENT GENDER OR, IF FLAGGED, OPPOSITE OF SELECTED PARENT.  
INSERT YOUTH'S FIRST AND LAST NAME FROM DEM17 OF YOUTH INTERVIEW  
GPA. May I speak with (YOUTH'S FIRST AND LAST NAME)'s (father/mother)?

- 1 YES, RESPONDENT IS THE ONE WHO ANSWERED THE PHONE
- 2 YES, I'LL GET HIM/HER
- 3 NO, RESPONDENT ISN'T AVAILABLE, BUT LIVES IN HOUSEHOLD
- 4 NO, THAT PARENT DOES NOT LIVE IN THIS HOUSEHOLD
- 5 NO, YOU CAN'T TALK TO THAT PERSON
- 99 DK

IF GPA=1, GO TO S1

IF GPA=2, WAIT UNTIL RESPONDENT GETS ON THE PHONE, RE-READ INTRO AND GO TO INTRO2

IF GPA=3, ARRANGE CALLBACK

IF GPA=4, THANK AND TERMINATE. CODE AS INELIGIBLE.

IF GPA=5, THANK AND TERMINATE. CODE AS REFUSAL.

IF GPA=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

CHECK S2 (GENDER) FROM YOUTH INTERVIEW. IF S2=1, USE "SON"; IF S2=2, USE "DAUGHTER".

INSERT YOUTH'S FIRST NAME FROM DEM17 OF YOUTH INTERVIEW.

INTRO2 (IF NEW RESPONDENT) Hello, I'm \_\_\_\_\_ calling for the United States Department of Defense. We're conducting a study to learn about opinions and attitudes regarding options for youth after high school.

(ALL) Your (son/daughter), (INSERT YOUTH FIRST NAME), participated in a telephone study of 16 to 21 year olds regarding their future plans after high school. We would now like to obtain your thoughts and feelings on career choices your (son/daughter) has after high school. For quality purposes, my supervisor may monitor this call. (DO NOT PAUSE. CONTINUE TO S1.)

<b>INTRODUCTION</b>
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S1. All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. (DO NOT PAUSE)

Could you please tell me your age?

RECORD ANSWER (ALLOW 22-85)

99 DK/REF

IF INFLUENCER AND S1 NOT 22-85, VERIFY AGE. IF CONFIRMED, TERMINATE INTERVIEW

IF INFLUENCER AND S1=22-85, CONTINUE.

IF S1=99, THANK AND TERMINATE. CODE AS NONRESPONDENT.

IF PARENT, CONTINUE REGARDLESS OF AGE IN S1.

S2. I'm required to ask whether you are male or female. (IF REFUSED, ENTER BY OBSERVATION.)

1 MALE

2 FEMALE

IF DISCREPANCY BETWEEN S2 RESPONSE AND RESPONDENT SELECTION/FLAG, TERMINATE INTERVIEW.

DEM1. What is the highest level of school you have completed or the highest degree you have received? (READ LIST ONLY IF NECESSARY) (SINGLE RESPONSE ONLY) (PROBE TO CLARIFY) (IF ASSOCIATE DEGREE: Is your Associate Degree in an occupational, vocational, or academic program?)

1 LESS THAN HIGH SCHOOL (INCLUDES "SOME HIGH SCHOOL")

2 HIGH SCHOOL GRADUATE – DIPLOMA OR EQUIVALENT (GED)

3 SOME COLLEGE, BUT NO DEGREE

4 ASSOCIATE DEGREE – OCCUPATIONAL/VOCATIONAL

5 ASSOCIATE DEGREE – ACADEMIC PROGRAM

6 BACHELOR'S DEGREE (BA, AB or BS)

7 MASTER'S DEGREE (MA, MS, MEng, MEd, MSW)

8 PROFESSIONAL SCHOOL DEGREE (MD, DDS, DVM)

9 DOCTORATE DEGREE (PhD, EdD)

99 DK/REF

PROGRAM DEM10, DEM11, AND DEM11A IN 2 LOCATIONS – HERE AND AT THE END OF THE INTERVIEW. INITIALLY, THESE ITEMS WILL BE ASKED AT THE END OF THE INTERVIEW, BUT MAY LATER BE ASKED DURING THE SCREENER.

IF DEM10, DEM11, AND DEM11A ARE ASKED AT THE END OF THE INTERVIEW, SKIP TO ADV.

ASK DEM10 IN ONE LOCATION ONLY.

DEM10. Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

- 0 NO
- 1 YES, (Includes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, and other Spanish/Hispanic/Latino origin.)
- 99 DK/REF

ASK DEM11 IN ONE LOCATION ONLY.

DEM11. I'm going to read a list of racial categories. Please select one or more to describe your race. Are you...(READ LIST)? (PROBE: Which of the following race categories do you most closely identify with?) (ALLOW UP TO 5 RESPONSES.)

- 1 White
- 2 Black or African-American
- 3 American Indian or Alaskan Native
- 4 Asian (INCLUDE ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE, KOREAN, VIETNAMESE)
- 5 Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN, GUAMANIAN, CHAMORRO)
- 6 (DO NOT READ) OTHER HISPANIC ONLY (INCLUDE MEXICAN, MEXICAN AMERICAN, CHICANO, PUERTO RICAN, CUBAN, OR OTHER SPANISH/HISPANIC/LATINO ORIGIN)
- 99 (DO NOT READ) DK/REF

ASK DEM11A IN ONE LOCATION ONLY.

IF DEM11=6 ONLY, ASK DEM11A. ELSE SKIP TO ADV.

DEM11A. In addition to being Hispanic, do you consider yourself to be ... (READ LIST)? (ALLOW UP TO 5 RESPONSES)

- 1 White
- 2 Black or African-American
- 3 American Indian or Alaskan Native
- 4 Asian (INCLUDES ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE, KOREAN, VIETNAMESE)
- 5 Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN, GUAMANIAN, CHAMORRO)
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

<b>LIKELIHOOD TO RECOMMEND</b>
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IF PARENT, SKIP TO ADVC.  
IF INFLUENCER, CONTINUE.

INSERT WORDING BASED ON INF2 RESPONSE. IF EDUCATOR (INF2=8 OR 11), USE 1<sup>ST</sup> WORDING. IF COACH (INF2=1), USE 2<sup>ND</sup> WORDING. IF EDUCATOR AND COACH (INF2=1 AND (8 OR 11)], USE 1<sup>ST</sup> WORDING. IF OTHER INFLUENCER (INF2 NOT 1, 8, OR 11), USE 3<sup>RD</sup> WORDING.

ADV. Now let's talk about the choices (your students/your players/young people) have. Suppose (one of your students/one of your players/a youth you know) came to you for advice about the various post-high school options that are available. What would you recommend? (DO NOT READ LIST) (PROBE: What else would you recommend?) (ALLOW MULTIPLE RESPONSES)

- 1 SCHOOL (INCLUDES ANY FORMAL TRAINING/EDUCATION)
- 2 JOB / WORK
- 3 JOIN THE MILITARY / SERVICE
- 4 DO NOTHING
- 5 STAY AT HOME
- 6 TRAVEL
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF

ASK ADV2 FOR EACH ITEM a-l.

RANDOMIZE ITEMS a-e AND ASK FIRST, THEN RANDOMIZE f-l.

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

INSERT WORDING BASED ON INF2 RESPONSE. IF EDUCATOR (INF2=8 OR 11), USE 1<sup>ST</sup> WORDING. IF COACH (INF2=1), USE 2<sup>ND</sup> WORDING. IF EDUCATOR AND COACH (INF2=1 AND (8 OR 11)), USE 1<sup>ST</sup> WORDING. IF OTHER INFLUENCER (INF2 NOT 1, 8, OR 11), USE 3<sup>RD</sup> WORDING.

ADV2. Now I would like to ask your opinion about some specific choices that young people have.

Suppose (one of your students/one of your players/a youth you know) came to you for advice about various post high school options. How likely is it that you would recommend (INSERT ITEM)? Are you ... (READ LIST)? (IF "IT DEPENDS", PROBE: In general, is this something you would recommend?)

- a. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
- b. Attending a four-year college or university
- c. Getting a full-time job
- d. Getting a part-time job
- e. Attending a trade, technical, vocational or community college
- f. Serving on active duty in the Coast Guard
- g. Serving on active duty in the Army
- h. Serving on active duty in the Air Force
- i. Serving on active duty in the Marine Corps
- j. Serving on active duty in the Navy
- k. Serving in the National Guard
- l. Serving in the Reserves

- 1 Very likely
- 2 Likely
- 3 Neither likely nor unlikely
- 4 Unlikely
- 5 Very unlikely
- 98 (DO NOT READ) Not Applicable
- 99 (DO NOT READ) DK/REF

IF INFLUENCER, SKIP TO ADVNEWA

IF PARENT, CONTINUE TO ADVC.

CHECK S2 (GENDER) FROM YOUTH INTERVIEW. IF S2=1, USE “SON” AND “HIS”; IF S2=2, USE “DAUGHTER” AND “HER”.

INSERT YOUTH’S FIRST NAME FROM DEM17 OF YOUTH INTERVIEW.

ADVC. Throughout this survey I would like you to keep in mind only your (son/daughter), (INSERT FIRST NAME), who recently completed a similar telephone survey.

Now let's talk about the choices your child has. Suppose your child came to you for advice about the various post-high school options that are available. What would you recommend?

(DO NOT READ LIST) (PROBE: What else would you recommend?) (ALLOW MULTIPLE RESPONSES)

- 1 SCHOOL (INCLUDES ANY FORMAL TRAINING/EDUCATION)
- 2 JOB / WORK
- 3 JOIN THE MILITARY / SERVICE
- 4 DO NOTHING
- 5 STAY AT HOME
- 6 TRAVEL
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF



ASK ADV2 FOR EACH ITEM a-l.

RANDOMIZE ITEMS a-e AND ASK FIRST, THEN RANDOMIZE f-l.

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

ADV2. Now I would like to ask your opinion about some specific choices that your child has.

Suppose your child between the ages of 16 and 21 came to you for advice about various post high school options. How likely is it that you would recommend (INSERT ITEM)? Are you... (READ LIST)?

- a. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
- b. Attending a four-year college or university
- c. Getting a full-time job
- d. Getting a part-time job
- e. Attending a trade, technical, vocational or community college
- f. Serving on active duty in the Coast Guard
- g. Serving on active duty in the Army
- h. Serving on active duty in the Air Force
- i. Serving on active duty in the Marine Corps
- j. Serving on active duty in the Navy
- k. Serving in the National Guard
- l. Serving in the Reserves

- 1 Very likely
- 2 Likely
- 3 Neither likely nor unlikely
- 4 Unlikely
- 5 Very unlikely
- 99 (DO NOT READ) DK/REF

(ASK BOTH INFLUENCERS AND PARENTS)

ADVNEWA. When thinking about military service, when would you be more likely to recommend the military as an option... (READ LIST)?

- 1 Immediately after high school, as a post-high school graduation option, or
- 2 A few years after high school, possibly after a few years of college or vocational training
- 96 (DO NOT READ) NEITHER
- 99 (DO NOT READ) DK/ REF

CHECK YOUTH S2 (GENDER). IF S2=1, USE 1<sup>ST</sup> WORDING. IF S2=2, USE 2<sup>ND</sup> WORDING. IF NOT A PARENT, INSERT WORDING BASED ON INF2 RESPONSE. IF EDUCATOR (INF2=8 OR 11), USE 3<sup>RD</sup> WORDING. IF COACH (INF2=1), USE 4<sup>TH</sup> WORDING. IF EDUCATOR AND COACH (INF2=1 AND (8 OR 11)), USE 3<sup>RD</sup> WORDING. IF OTHER NON-PARENT INFLUENCER (INF2 NOT 1, 8 OR 11), USE LAST WORDING. ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

SUP1. Suppose (your son/your daughter/one of your students/one of your players/a youth you know) told you they were planning on joining the military. Would you... (READ LIST)?

- 1 Strongly support their decision to join
- 2 Somewhat support their decision to join
- 3 Neither support nor oppose their decision to join
- 4 Somewhat oppose their decision to join
- 5 Strongly oppose their decision to join
- 99 DK/REF

<b>FAVORABILITY</b>
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FAV1. Using all that you know or have heard about the U.S. military, please rate the U.S. military using a 10 point scale where 1 means “Very Unfavorable” and 10 means “Very Favorable”. How would you rate the U.S. Military?

RECORD RATING (ALLOW 1–10)  
99 DK/REF

**RANDOMIZE ORDER OF ITEMS a-e**

FAV2. Using all that you know or have heard about the various active duty branches of the U.S. military, please rate each branch using a 10 point scale where 1 means “Very Unfavorable” and 10 means “Very Favorable”. How would you rate the (INSERT ITEM)?

- a. Air Force
- b. Army
- c. Coast Guard
- d. Marine Corps
- e. Navy

RECORD RATING (ALLOW 1–10)  
99 DK/REF

ROTATE ORDER OF ITEMS a & b

FAV3. Now, using all that you know or have heard, please rate the U.S. National Guard and Reserves using a 10 point scale where 1 means “Very Unfavorable” and 10 means “Very Favorable”. How would you rate the (INSERT ITEM)?

- a. Reserves
- b. National Guard

RECORD RATING (ALLOW 1–10)  
99 DK/REF

<b>KNOWLEDGE OF MILITARY</b>
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KW2. Let’s talk about your knowledge of the U.S. military. Please use a scale from 1 to 10 where 1 means “Not At All Knowledgeable” and 10 means “Extremely Knowledgeable”. Please tell me how knowledgeable you are about the U.S. Military.

RECORD RATING (ALLOW 1–10)  
99 DK/REF

<b>SOURCE OF IMPRESSIONS</b>
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IM1. People get their impressions about the military from many sources. From what types of people or sources of information do you get the majority of your impressions about the military? (DO NOT READ LIST) (PROBE: What other major sources?) (ALLOW MULTIPLE RESPONSES) (IF “MYSELF”: From whom or what experiences did you get the majority of your impressions about the military? OR “Other than yourself, from whom or what do you get your impressions about the military?”) (IF “FRIEND”, CLARIFY AGE.)

FAMILY

- 1 FATHER
- 2 MOTHER
- 3 BROTHER(S)
- 4 SISTER(S)
- 5 UNCLE(S)
- 6 AUNT(S)
- 7 GRANDPARENT(S)
- 8 COUSIN(S)
- 9 SPOUSE
- 10 SON(S)
- 11 DAUGHTER(S)
- 95 OTHER RELATIVE (SPECIFY) \_\_\_\_\_

FRIENDS/ACQUAINTANCES

- 12 FRIEND-SAME GENERATION
- 13 FRIEND-YOUNGER GENERATION [10+ YRS YOUNGER]
- 14 FRIEND-OLDER GENERATION [10+ YRS OLDER]
- 15 GIRLFRIEND/BOYFRIEND
- 16 TEACHER/COUNSELOR/COACH
- 17 CO-WORKER/EMPLOYER
- 96 OTHER PERSON/NOT A RELATIVE (SPECIFY) \_\_\_\_\_

MEDIA

- 18 ADVERTISING/COMMERCIALS
- 19 THINGS YOU’VE READ (i.e. Newspapers, magazines, books, etc.)
- 20 MOVIES
- 21 TELEVISION
- 22 RADIO/MUSIC
- 23 INTERNET
- 97 OTHER MEDIA (SPECIFY) \_\_\_\_\_

OTHER

- 24 YOUR JOB
- 25 MILITARY SERVICE / PERSONAL EXPERIENCE W/MILITARY
- 94 OTHER-GENERAL (SPECIFY) \_\_\_\_\_
- 99 DK/REF

IF IM1=1-17, 95 OR 96, ASK IM2A–IM2S SERIES. ELSE SKIP TO IM3.

IF MULTIPLE PEOPLE MENTIONED IN IM1 (1-17, 95 OR 96), ASK IM2. ELSE SKIP TO IM2A.

INSERT MULTIPLE RESPONSES FROM IM1=1-17, 95 AND 96.

RESPONSE OPTIONS SHOULD INCLUDE ONLY THOSE MENTIONED IN IM1 (1-17, 95 OR 96)

IM2. Of the people you just mentioned – (INSERT IM1 RESPONSES) – which one has had the greatest effect on your impressions about the military? (SINGLE RESPONSE ONLY)

FAMILY

- 1 FATHER
- 2 MOTHER
- 3 BROTHER(S)
- 4 SISTER(S)
- 5 UNCLE(S)
- 6 AUNT(S)
- 7 GRANDPARENT(S)
- 8 COUSIN(S)
- 9 SPOUSE
- 10 SON(S)
- 11 DAUGHTER(S)
- 95 OTHER RELATIVE (SPECIFY) \_\_\_\_\_

FRIENDS/ACQUAINTANCES

- 12 FRIEND-SAME GENERATION
- 13 FRIEND-YOUNGER GENERATION [10+ YRS YOUNGER]
- 14 FRIEND-OLDER GENERATION [10+ YRS OLDER]
- 15 GIRLFRIEND/BOYFRIEND
- 16 TEACHER/COUNSELOR/COACH
- 17 CO-WORKER/EMPLOYER
- 96 OTHER PERSON/NOT A RELATIVE (SPECIFY)  
\_\_\_\_\_

99 DK/REF

IF (IM1=1-17, 95 OR 96) AND (IM2NOT 99), ASK IM2A. ELSE SKIP TO IM3.

IF ONLY ONE PERSON IN IM1 (1-17, 95, 96), INSERT THAT PERSON. IF MULTIPLE PEOPLE IN IM1, INSERT IM2 RESPONSE.

IM2A. Has your (INSERT PERSON) ever been in the military?

- 0 NO
- 1 YES
- 99 DK/REF

IF IM2A=1, ASK IM2B. ELSE SKIP TO IM2C.

IM2B. Which Service? (READ LIST ONLY IF NECESSARY) (ALLOW MULTIPLE RESPONSES)

- 1 AIR FORCE (i.e., Active Duty, Reserve, Air National Guard)
- 2 ARMY (i.e., Active Duty, Reserve, Army National Guard)
- 3 MARINE CORPS (i.e., Active Duty, Reserve)
- 4 NAVY (i.e., Active Duty, Reserve)
- 5 COAST GUARD (i.e., Active Duty, Reserve)
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

IM2C. Did this person give you a (READ LIST) impression of the military?

- 1 Completely Positive
- 2 Mostly Positive
- 3 Both Positive and Negative (Neutral)
- 4 Mostly Negative
- 5 Completely Negative
- 98 (DO NOT READ) Not Applicable
- 99 (DO NOT READ) DK/REF

IM2D. Did this individual have a positive effect, negative effect, or no effect on your likelihood to recommend joining the military?

- 1 POSITIVE EFFECT
- 2 NO EFFECT
- 3 NEGATIVE EFFECT
- 98 NOT APPLICABLE
- 99 DK/REF

IF IM1=19 (“THINGS YOU’VE READ”), ASK IM3–IM3C SERIES. ELSE SKIP TO IM4.

IM3. You mentioned getting the majority of your impressions about the military from things that you have read. What are the general categories of things you have read that have given you these impressions? (DO NOT READ LIST) (IF “BOOKS”, PROBE: Is that non-fiction or fiction books?) (ALLOW MULTIPLE RESPONSES)

- 1 ADVERTISEMENTS
- 2 NEWSPAPERS
- 3 MAGAZINES
- 4 BOOKS – NON-FICTION (e.g., biographies, text books)
- 5 BOOKS – FICTION
- 6 ONLINE / INTERNET ARTICLES

- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF

IF MULTIPLE RESPONSES IN IM3, ASK IM3A. ELSE SKIP TO IM3B.

INSERT MULTIPLE IM3 RESPONSES.

RESPONSE OPTIONS SHOULD INCLUDE ONLY THOSE MENTIONED IN IM3.

IM3A. Of the reading material you just mentioned – (INSERT IM3 RESPONSES) – which one has had the greatest effect on your impressions of the military? (SINGLE RESPONSE ONLY)

- 1 ADVERTISEMENTS
- 2 NEWSPAPERS
- 3 MAGAZINES
- 4 BOOKS – NON-FICTION (e.g., biographies, text books)
- 5 BOOKS – FICTION
- 6 ONLINE / INTERNET ARTICLES
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF

ASK IM3B AND IM3C IF (IM3 IS SINGLE MENTION 1-97) OR (IM3A NOT 98 OR 99). ELSE SKIP TO IM4.

IF SINGLE RESPONSE IN IM3=1-97, INSERT THAT RESPONSE. IF MULTIPLE IM3 RESPONSES, INSERT IM3A RESPONSE.

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

IM3B. In general, did these (INSERT RESPONSE) give you a (READ LIST) impression of the military?

- 1 Completely Positive
- 2 Mostly Positive
- 3 Both Positive and Negative (Neutral)
- 4 Mostly Negative
- 5 Completely Negative
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

IF SINGLE RESPONSE IN IM3=1-97, INSERT THAT RESPONSE. IF MULTIPLE IM3 RESPONSES, INSERT IM3A RESPONSE.

IM3C. In general, did these (INSERT RESPONSE) have a positive effect, negative effect, or no effect on your likelihood to recommend joining the military?

- 1 POSITIVE EFFECT
- 2 NO EFFECT
- 3 NEGATIVE EFFECT
- 98 NOT APPLICABLE
- 99 DK/REF

IF IM1=21 (“TELEVISION”), ASK IM4–IM4C SERIES. ELSE SKIP TO IM5.

IM4. You mentioned getting the majority of your impressions about the military from television. What on television has given you these impressions? (DO NOT READ LIST) (ALLOW MULTIPLE RESPONSES) (RECORD 1<sup>ST</sup> MENTION, THEN ALL OTHER MENTIONS)

- 1 JAG
- 2 M\*A\*S\*H
- 3 HOGAN’S HEROES
- 4 BAND OF BROTHERS
- 5 CHINA BEACH
- 6 BAA BAA BLACK SHEEP
- 7 RAT PATROL
- 8 SERGEANT BILKO
- 9 TOUR OF DUTY
- 10 NEWS JOURNAL SHOWS (e.g., 60 Minutes, The Today Show, 20/20, PrimeTime Live, etc.)
- 11 NETWORK NEWS (e.g., ABC, NBC, CBS)
- 12 CABLE NEWS CHANNELS (e.g., Fox News Channel, CNN, MSNBC, etc.)
- 13 TALK SHOWS (e.g. The O’Reilly Factor, Hardball, Oprah, etc.)
- 14 DOCUMENTARIES (e.g. Discovery Channel, History Channel, etc.)
- 15 REALITY TV SHOWS (e.g. Survivor, Real World, Boot Camp, etc.)
- 16 TV ADVERTISEMENTS
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF



IF MULTIPLE RESPONSES IN IM4, ASK IM4A. ELSE SKIP TO IM4B.

INSERT MULTIPLE IM4 RESPONSES.

RESPONSE OPTIONS SHOULD INCLUDE ON THOSE MENTIONED IN IM4.

IM4A. Of the things on television you just mentioned – (INSERT IM4 RESPONSES) – which one has had the greatest effect on your impressions of the military? (SINGLE RESPONSE ONLY)

- 1 JAG
- 2 M\*A\*S\*H
- 3 HOGAN'S HEROES
- 4 BAND OF BROTHERS
- 5 CHINA BEACH
- 6 BAA BAA BLACK SHEEP
- 7 RAT PATROL
- 8 SERGEANT BILKO
- 9 TOUR OF DUTY
- 10 NEWS JOURNAL SHOWS (e.g., 60 Minutes, The Today Show, 20/20, PrimeTime Live, etc.)
- 11 NETWORK NEWS (e.g., ABC, NBC, CBS)
- 12 CABLE NEWS CHANNELS (e.g., Fox News Channel, CNN, MSNBC, etc.)
- 13 TALK SHOWS (e.g. The O'Reilly Factor, Hardball, Oprah, etc.)
- 14 DOCUMENTARIES (e.g. Discovery Channel, History Channel, etc.)
- 15 REALITY TV SHOWS (e.g. Survivor, Real World, Boot Camp, etc.)
- 16 TV ADVERTISEMENTS
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF

ASK IM4B AND IM4C IF (IM4 IS SINGLE MENTION 1-97) OR (IM4A NOT 98 OR 99). ELSE SKIP TO IM5.

IF SINGLE RESPONSE IN IM4=1-97, INSERT THAT RESPONSE. IF MULTIPLE IM4 RESPONSES, INSERT IM4A RESPONSE.

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

IM4B. In general, did (INSERT RESPONSE) give you a (READ LIST) impression of the military?

- 1 Completely Positive
- 2 Mostly Positive
- 3 Both Positive and Negative (Neutral)
- 4 Mostly Negative
- 5 Completely Negative
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

IF SINGLE RESPONSE IN IM4=1-97, INSERT THAT RESPONSE. IF MULTIPLE IM4 RESPONSES, INSERT IM4A RESPONSE.

IM4C. In general, did (INSERT RESPONSE) have a positive effect, negative effect, or no effect on your likelihood to recommend joining the military?

- 1 POSITIVE EFFECT
- 2 NO EFFECT
- 3 NEGATIVE EFFECT
- 98 NOT APPLICABLE
- 99 DK/REF

IF IM1=20 (“MOVIES”), ASK IM5–IM5C SERIES. ELSE SKIP TO REC1.

IM5. You mentioned getting the majority of your impressions about the military from movies. What movies have given you these impressions? (DO NOT READ LIST) (ALLOW MULTIPLE MENTIONS) (RECORD 1<sup>ST</sup> MENTION, THEN ALL OTHER MENTIONS)

- 1 A FEW GOOD MEN
- 2 APOCALYPSE NOW
- 3 BAND OF BROTHERS
- 4 BEHIND ENEMY LINES
- 5 BLACK HAWK DOWN
- 6 BORN ON THE FOURTH OF JULY
- 7 COURAGE UNDER FIRE
- 8 CRIMSON TIDE
- 9 THE DEER HUNTER
- 10 DIRTY DOZEN
- 11 FORREST GUMP
- 12 FULL METAL JACKET
- 13 G.I. JANE
- 14 THE GENERAL’S DAUGHTER
- 15 HUNT FOR RED OCTOBER
- 16 HART’S WAR
- 17 INDEPENDENCE DAY
- 18 K-19: THE WIDOWMAKER
- 19 M\*A\*S\*H
- 20 MEN OF HONOR
- 21 PEARL HARBOR
- 22 PLATOON
- 23 RAMBO SERIES (FIRST BLOOD, RAMBO 2, RAMBO 3)
- 24 RULES OF ENGAGEMENT
- 25 SAVING PRIVATE RYAN
- 26 SUM OF ALL FEARS
- 27 A THIN RED LINE
- 28 THREE KINGS
- 29 TORA! TORA! TORA!
- 30 TOP GUN
- 31 U-571
- 32 WAG THE DOG
- 33 WE WERE SOLDIERS
- 34 WINDTALKERS
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF

IF MULTIPLE RESPONSES IN IM5, ASK IM5A. ELSE SKIP TO IM5B.

INSERT MULTIPLE RESPONSES FROM IM5.

RESPONSE OPTIONS SHOULD INCLUDE ONLY THOSE MENTIONED IN IM5.

IM5A. Of the movies you just mentioned – (INSERT IM5 RESPONSES) – which one has had the greatest effect on your impressions of the military? (SINGLE RESPONSE ONLY)

- 1 A FEW GOOD MEN
- 2 APOCALYPSE NOW
- 3 BAND OF BROTHERS
- 4 BEHIND ENEMY LINES
- 5 BLACK HAWK DOWN
- 6 BORN ON THE FOURTH OF JULY
- 7 COURAGE UNDER FIRE
- 8 CRIMSON TIDE
- 9 THE DEER HUNTER
- 10 DIRTY DOZEN
- 11 FORREST GUMP
- 12 FULL METAL JACKET
- 13 G.I. JANE
- 14 THE GENERAL'S DAUGHTER
- 15 HUNT FOR RED OCTOBER
- 16 HART'S WAR
- 17 INDEPENDENCE DAY
- 18 K-19: THE WIDOWMAKER
- 19 M\*A\*S\*H
- 20 MEN OF HONOR
- 21 PEARL HARBOR
- 22 PLATOON
- 23 RAMBO SERIES (FIRST BLOOD, RAMBO 2, RAMBO 3)
- 24 RULES OF ENGAGEMENT
- 25 SAVING PRIVATE RYAN
- 26 SUM OF ALL FEARS
- 27 A THIN RED LINE
- 28 THREE KINGS
- 29 TORA! TORA! TORA!
- 30 TOP GUN
- 31 U-571
- 32 WAG THE DOG
- 33 WE WERE SOLDIERS
- 34 WINDTALKERS
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 98 NOT APPLICABLE
- 99 DK/REF

ASK IM5B AND IM5C IF (IM5 IS SINGLE MENTION 1-97) OR (IM5A NOT 98 OR 99). ELSE SKIP TO REC1.

IF SINGLE RESPONSE IN IM5=1-97, INSERT THAT RESPONSE. IF MULTIPLE IM5 RESPONSES, INSERT IM5A RESPONSE.

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

IM5B. In general, did (INSERT RESPONSE) give you a (READ LIST) impression of the military?

- 1 Completely Positive
- 2 Mostly Positive
- 3 Both Positive and Negative (Neutral)
- 4 Mostly Negative
- 5 Completely Negative
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

IF SINGLE RESPONSE IN IM5=1-97, INSERT THAT RESPONSE. IF MULTIPLE IM5 RESPONSES, INSERT IM5A RESPONSE.

IM5C. In general, did (INSERT RESPONSE) have a positive effect, negative effect, or no effect on your likelihood to recommend joining the military?

- 1 POSITIVE EFFECT
- 2 NO EFFECT
- 3 NEGATIVE EFFECT
- 98 NOT APPLICABLE
- 99 DK/REF

ASK IM6B AND IM6C IF (IM1=18, 22-25, 94, 97). ELSE SKIP TO REC1.

ASK IM6B AND IM6C FOR EACH ELIGIBLE IM1 RESPONSE. INSERT IM1 RESPONSE.

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-5) AND (5-1)

IM6B. In general, did (INSERT RESPONSE) give you a (READ LIST) impression of the military?

- 1 Completely positive
- 2 Mostly positive
- 3 Both positive and negative (Neutral)
- 4 Mostly negative
- 5 Completely negative
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

INSERT IM1 RESPONSE.

IM6C. In general, did (INSERT RESPONSE) have a positive effect, negative effect, or no effect on your likelihood to recommend joining the military?

- 1 POSITIVE EFFECT
- 2 NO EFFECT
- 3 NEGATIVE EFFECT
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

<b>RECRUITERS</b>
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REC1. I now would like to ask you a few questions regarding military recruiters. First, have you ever talked with any military recruiter?

- 0 NO
- 1 YES
- 99 DK/REF

IF REC1=1, ASK REC5. ELSE SKIP TO REC10.

REC5. Within the past year, have you talked with a military recruiter?

- 0 NO
- 1 YES
- 99 DK/REF

IF REC1=1, ASK REC14 ELSE SKIP TO REC10.

REC14. What Service's recruiter have you ever talked with? (PROBE: What other service's recruiter?) (READ LIST ONLY IF NECESSARY) (ALLOW MULTIPLE RESPONSES) (RECORD FIRST MENTION, THEN ALL OTHER MENTIONS)

- 1 Army
- 2 Navy
- 3 Marine Corps
- 4 Air Force
- 5 Coast Guard
- 6 Reserves – Any Service
- 7 National Guard – Any Service
- 99 DK/REF

IF REC1=1, ASK REC6. ELSE SKIP TO REC10.

INSERT 1<sup>ST</sup> MENTION FROM REC14.

REC6. How did you and the (INSERT 1<sup>ST</sup> MENTION) recruiter first make contact? (READ LIST ONLY IF NECESSARY)

- 1 Recruiter contacted me
- 2 I contacted the recruiter
- 3 A group meeting like at a job fair or a high school visit
- 97 (DO NOT READ) OTHER (SPECIFY) \_\_\_\_\_
- 99 (DO NOT READ) DK/REF

ASK ONLY IF PARENT. IF INFLUENCER, SKIP TO REC12

REC10. As far as you know, has a military recruiter ever tried to contact your child?

- 0 NO
- 1 YES
- 99 DK/REF

ASK ONLY IF PARENT. IF INFLUENCER, SKIP TO REC 12.

REC11. Have you ever told a recruiter not to talk to your child or that your child was not interested in talking to them?

- 0 NO
- 1 YES
- 99 DK/REF

USE 1<sup>ST</sup> WORDING IF EDUCATOR (INF2=8 OR 11). USE 2<sup>ND</sup> WORDING IF PARENT. USE 3<sup>RD</sup> WORDING IF NON-PARENT/NON-EDUCATOR (INFLUENCER AND INF2 NOT 8 OR 11).

REC12. Has (one of your students/your child/a youth you know) talked seriously to a recruiter about joining the military?

- 0 NO
- 1 YES
- 99 DK/REF

USE 1<sup>ST</sup> WORDING IF EDUCATOR (INF2=8 OR 11). USE 2<sup>ND</sup> WORDING IF PARENT. USE 3<sup>RD</sup> WORDING IF NON-PARENT/NON-EDUCATOR (INFLUENCER AND INF2 NOT 8 OR 11).

REC13. If (one of your students/your child/a youth you know) asked your advice about them talking with a military recruiter, would you say it was ... (READ LIST)?

- 1 A waste of time,
- 2 Up to him or her, or
- 3 A good idea?

99 DK/REF

**ECONOMIC INDICATORS**

ROTATE ORDER IN WHICH RESPONSES ARE READ (1-4) AND (4-1)

IND1. How difficult is it for a high school graduate to get a full-time job in your community? Is it... (READ LIST)?

- 1 Almost Impossible
- 2 Very Difficult
- 3 Somewhat Difficult
- 4 Not Difficult at All
- 99 (DO NOT READ) DK/REF

IND2. Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?

- 1 MILITARY
- 2 CIVILIAN JOB
- 3 EQUALLY IN BOTH
- 99 DK/REF

IND3. Four years from now, do you think the economy will be better than, worse than or about the same as it is today?

- 1 BETTER THAN
- 2 WORSE THAN
- 3 ABOUT THE SAME
- 99 DK/REF

**CURRENT EVENTS**

CUR7. Do you support or oppose US Military troops being in Iraq?

- 1. SUPPORT
- 2. OPPOSE
- 3. (DO NOT READ) NEITHER
- 99 (DO NOT READ) DK/REF



IF PARENT, INSERT 1<sup>ST</sup> WORDING. IF EDUCATOR (INF2=8 OR 11), INSERT 2<sup>ND</sup> WORDING. IF COACH (INF2=1), INSERT 3<sup>RD</sup> WORDING. IF EDUCATOR AND COACH (INF2=1 AND [8 OR 11]), USE 2<sup>ND</sup> WORDING. ELSE INSERT 4<sup>TH</sup> WORDING.

CUR9. Does the current situation with the war on terrorism make you more likely or less likely to recommend joining the military to (your child/your students/your players/a youth you know)?

- 1 MORE LIKELY
- 2 (DO NOT READ) DOESN'T CHANGE THE LIKELIHOOD
- 3 LESS LIKELY
- 99 (DO NOT READ) DK/REF

ROTATE ORDER OF ITEMS a & b

CUR10. Do you approve or disapprove of the way the Bush administration is (INSERT ITEM)?  
Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?

- a. Handling foreign affairs
- b. Using the U.S. military forces

- 1 Strongly Approve
- 2 Somewhat Approve
- 3 (DO NOT READ) NO OPINION
- 4 Somewhat Disapprove
- 5 Strongly Disapprove
- 99 (DO NOT READ) DK/REF

<b>DEMOGRAPHICS</b>
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DEM2D. And now I have just a few last questions for research purposes.  
Are you now, or have you ever been, a member of the armed forces?

- a. NO
- b. YES
- 99 DK/REF

IF DEM2D=1, ASK DEM2B. ELSE SKIP TO DEM4.

DEM2B. Is that active duty, guard or reserves? (ALLOW MULTIPLE RESPONSES)

- 1 ACTIVE DUTY
- 2 GUARD
- 3 RESERVES
- 98 NOT APPLICABLE
- 99 DK/REF

DEM4. Please tell me whether you are currently...(READ LIST)? (ACCEPT SINGLE RESPONSE]

- 1 Single and have never been married
- 2 Widowed
- 3 Separated
- 4 Divorced
- 5 Married
- 99 (DO NOT READ) DK/REF

RANDOMIZE ORDER OF RESPONSE OPTIONS 1-4

DEM5. What is your current employment status? Are you... (READ LIST)?

- 1 Employed full-time
- 2 Employed part-time
- 3 Retired
- 4 Unemployed
- 97 (DO NOT READ) OTHER (SPECIFY) \_\_\_\_\_
- 99 (DO NOT READ) DK/REF

DEM3. What is your total annual household income? Is it... (READ LIST)? (SINGLE RESPONSE ONLY)

- 1 Less than \$25,000
- 2 \$25,000 but less than \$30,000
- 3 \$30,000 but less than \$40,000
- 4 \$40,000 but less than \$60,000
- 5 \$60,000 but less than \$80,000
- 6 \$80,000 but less than \$100,000, or
- 7 \$100,000 or more
- 99 (DO NOT READ) DK/REF

PROGRAM DEM10, DEM11, AND DEM11A IN 2 LOCATIONS – HERE AND IN THE SCREENER. INITIALLY, THESE ITEMS WILL BE ASKED HERE, BUT MAY LATER BE ASKED DURING THE SCREENER.

IF DEM10, DEM11, AND DEM11A ARE ASKED IN THE SCREENER, SKIP TO DEM23.

ASK DEM10 IN ONE LOCATION ONLY.

DEM10. Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

- 0 NO
- 1 YES, (Includes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, and other Spanish/Hispanic/Latino origin.)
- 99 DK/REF

ASK DEM11 IN ONE LOCATION ONLY.

DEM11. I'm going to read a list of racial categories. Please select one or more to describe your race. Are you...(READ LIST)? (PROBE: Which of the following race categories do you most closely identify with?) (ALLOW UP TO 5 RESPONSES.)

- 1 White
- 2 Black or African-American
- 3 American Indian or Alaskan Native
- 4 Asian (INCLUDE ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE, KOREAN, VIETNAMESE)
- 5 Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN, GUAMANIAN, CHAMORRO)
- 6 (DO NOT READ) OTHER HISPANIC ONLY (INCLUDE MEXICAN, MEXICAN AMERICAN, CHICANO, PUERTO RICAN, CUBAN, OR OTHER SPANISH/HISPANIC/LATINO ORIGIN)
- 99 (DO NOT READ) DK/REF

ASK DEM11A IN ONE LOCATION ONLY.

IF DEM11=6 ONLY, ASK DEM11A. ELSE SKIP TO DEM23.

DEM11A. In addition to being Hispanic, do you consider yourself to be ... (READ LIST)? (ALLOW UP TO 5 RESPONSES)

- 1 White
- 2 Black or African-American
- 3 American Indian or Alaskan Native
- 4 Asian (INCLUDES ASIAN INDIAN, CHINESE, FILIPINO, JAPANESE, KOREAN, VIETNAMESE)
- 5 Native Hawaiian or Other Pacific Islander (INCLUDES SAMOAN, GUAMANIAN, CHAMORRO)
- 98 (DO NOT READ) NOT APPLICABLE
- 99 (DO NOT READ) DK/REF

ASK DEM23 ONLY IF INFLUENCER. PARENTS SKIP TO DEM24.

DEM23. At the beginning of the interview, you said that one or more youth between the ages of 12 and 21 might come to you for advice. Which of the following best describes the ages of the youth you interact with? Would you say... (READ LIST)?

- 1 Most are 12 to 15 year olds,
- 2 Some are 12 to 15 year olds and some are 16 to 21 year olds, or
- 3 Most are 16 to 21 year olds
- 99 (DO NOT READ) DK/REF

ASK DEM24, DEM25 AND DEM26 ONLY IF PARENT. INFLUENCERS SKIP TO PRIV1.

DEM24. Other than your own children, do you have a relationship with other youth between the ages of 12 and 21 who might come to you for advice about what to do after high school?

- 0 NO
- 1 YES
- 99 DK/REF

ASK DEM25 ONLY IF DEM24=1. ELSE SKIP TO PRIV1.

DEM25. What role or position do you have where you interact with youth ages 12 to 21 other than your own children? (IF NECESSARY PROBE: For example, are you a teacher, coach, youth group leader?) (ALLOW MULTIPLE RESPONSES)

- 1 YOUTH SPORTS COACH
- 2 CLERGY MEMBER
- 3 SCOUT LEADER
- 4 EMPLOYER OF PEOPLE UNDER THE AGE OF 21
- 5 GRANDFATHER/GRANDMOTHER
- 6 SISTER/BROTHER
- 7 UNCLE/AUNT
- 8 TEACHER
- 9 CHURCH LAYPERSON
- 10 VOLUNTEER WORK
- 11 GUIDANCE COUNSELOR
- 12 MENTOR
- 97 OTHER (SPECIFY) \_\_\_\_\_
- 99 DK/REF

ASK DEM26 ONLY IF DEM24=1 AND DEM25=1–97

DEM26. And, which of the following best describes the ages of the youth you interact with – other than your own children? Would you say... (READ LIST)?

- 1 Most are 12 to 15 year olds,
- 2 Some are 12 to 15 year olds and some are 16 to 21 year olds, or
- 3 Most are 16 to 21 year olds
- 99 (DO NOT READ) DK/REF

PRIV1. Earlier I mentioned that the information you provide is protected under the Privacy Act of 1974. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement?

- 0 NO
- 1 YES
- 99 DK/REF

ASK DEM12 IF PRIV1=0 OR 99. ELSE SKIP TO DEM13.

DEM12. For research purposes only, please tell me your street address and zip code? Do you know your ZIP plus four? (9-DIGIT ZIP CODE IS PREFERRED)

RECORD STREET ADDRESS  
RECORD ZIP CODE  
99 DK/REF

ASK DEM16 IF PRIV1=0 OR 99. ELSE SKIP TO DEM13.

DEM16. May I please have your first name in case my supervisor needs to verify that this interview actually took place?

RECORD FIRST NAME  
99 DK/REF

ASK DEM13 IF PRIV1=1. ELSE SKIP TO CONCLUSION.

DEM13. So that we can send you a copy and for research purposes, please tell me your full name and address. Do you know your ZIP plus four? (9-DIGIT ZIP CODE IS PREFERRED)

RECORD FIRST NAME  
RECORD LAST NAME  
RECORD STREET ADDRESS  
RECORD CITY  
RECORD STATE  
RECORD ZIP CODE  
99. DK/REF

CONCLUSION: Thank you very much for your time.

DEM14. FIPS CODE \_\_\_\_

DEM15. ZIP CODE [FROM SAMPLE] \_\_\_\_

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